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BROADCASTING

Vol. 16 • No. 9

Broadcast Advertising

MAY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

Net $3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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Miami
University

Poor Porlock—
and all that

I say, Porlock, you might be more careful. An account hung in the balance. I particularly wanted those T. T. Taffy people to hear WOR at the party last night.

I'm very sorry, Sir. I had not anticipated . . .

My good man, I anticipate; you ACT!

Indeed, Sir.

Yes, Porlock. Indeed! Indeed! Indeed!

I'm afraid I don't quite follow you, Sir.

Ah, Porlock, what admirable stupidity! I wanted T. T. Taffy to hear WOR because WOR is part of every selling recommendation I make. They should be on WOR. Everybody should be on.

Some people are, Sir.

Confound you, man! More than 73% of WOR's sponsors are among America's greatest national advertisers. WOR covers the greatest group of markets over which any transmitter ever sprung sound. WOR literally padlocks every set at 710 in the majority of more than 4,250,000 radio homes.

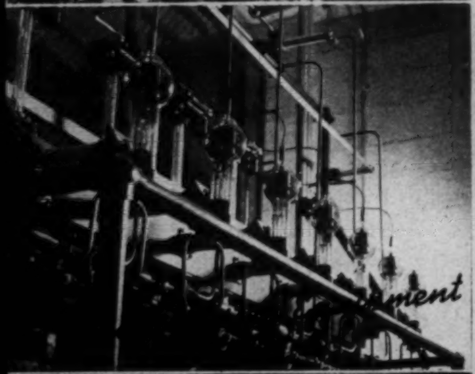
May I ask if it sells things, Sir?

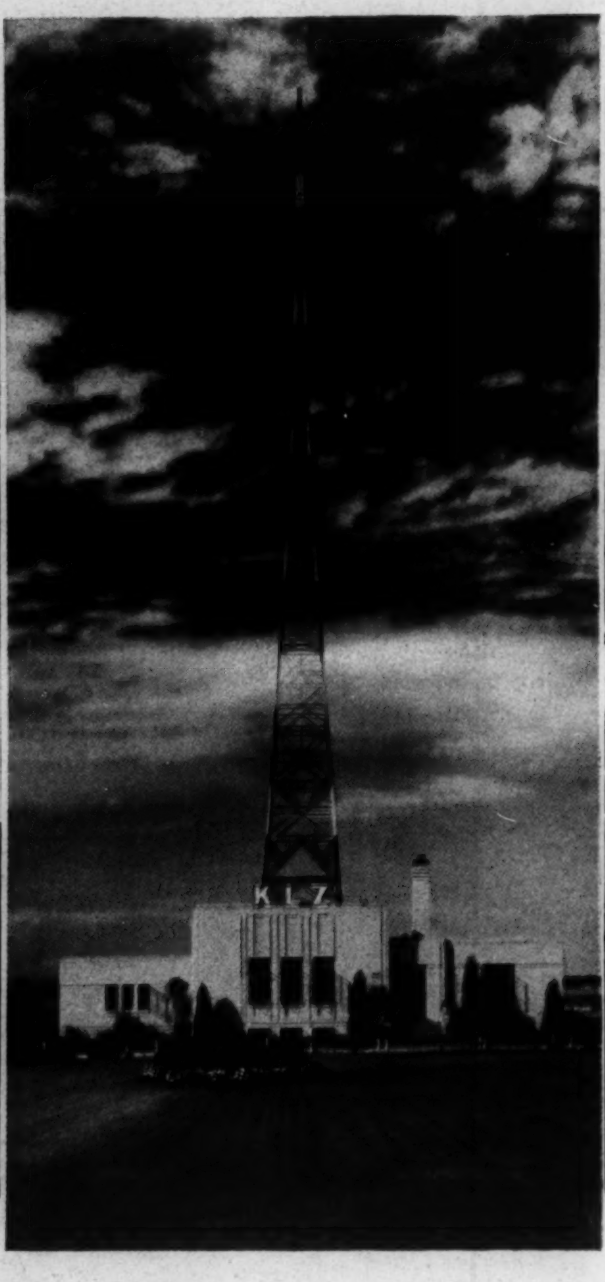
You may—ask Procter & Gamble, Rogers-Peet, Kirkman, General Mills, Kellogg, Standard Brands and more than ninety others.

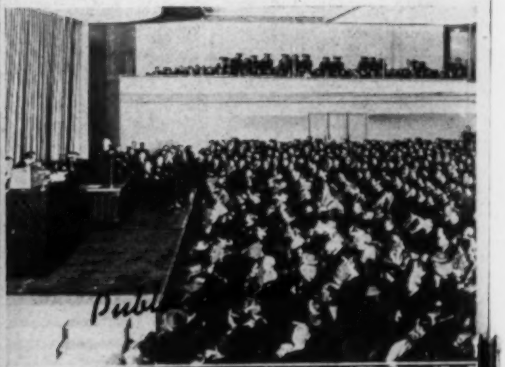
XUM

NO RATE CARD CAN SHOW ALL THIS!

Children's Hour
GRAND SCHOLARSHIP AWARDS







Skid Protection
Goodrich
Goodrich Safety Silvertown
dising

• If you make up your radio list by comparing power in watts alone, a rate card will give you all the information you need. If you prefer to think of stations in terms of power to produce sales, then no six by seven inch table of statistics is big enough to begin to tell the story.

That story is told dramatically, vividly, animatedly, as unfolded to the White King Soap Company, Los Angeles, by KLZ in March, 1939. White King's thirty-day series of hundred-word spot announcements went out over fifty-six leading stations from Kansas City to the Pacific coast, including Denver's two leading stations.

First: KLZ outpulled the other Denver station used by 16%. Second: KLZ occupied seventh place among all fifty-six stations used on the schedule. Third: KLZ, with three announcements a week created a greater mail response than seventeen stations on the list that carried five-time-a-week schedules.

You'll not find this on KLZ's rate card . . . but you will find it important in making up your radio schedules for the Denver-Rocky Mountain area.

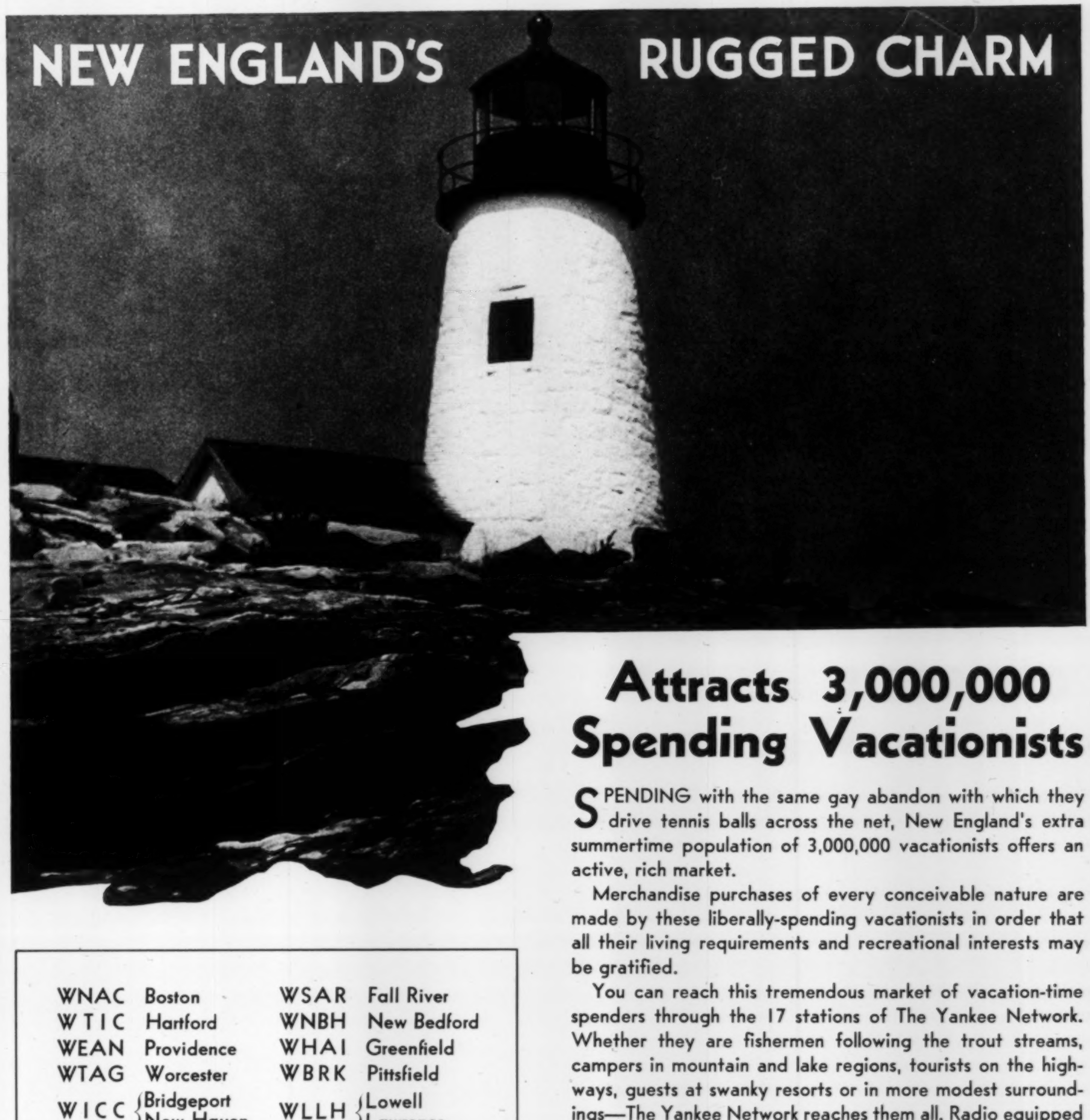
KLZ *Denver*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

XUM

NEW ENGLAND'S RUGGED CHARM



Attracts 3,000,000 Spending Vacationists

SPENDING with the same gay abandon with which they drive tennis balls across the net, New England's extra summertime population of 3,000,000 vacationists offers an active, rich market.

Merchandise purchases of every conceivable nature are made by these liberally-spending vacationists in order that all their living requirements and recreational interests may be gratified.

You can reach this tremendous market of vacation-time spenders through the 17 stations of The Yankee Network. Whether they are fishermen following the trout streams, campers in mountain and lake regions, tourists on the highways, guests at swanky resorts or in more modest surroundings—The Yankee Network reaches them all. Radio equipped automobiles, boats, cottages and hotels make Yankee programs available anytime, anywhere.

New England's 3,000,000 vacation guests are your plus audience. Add this to the regular Yankee audience in the 17 important trading areas and you have a responsive market of extraordinary size.

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

At Either End of the Day, It's Station WWJ in Detroit

WWJ's Children's Playhouse, featuring the "Teletots," has been on the air since October, 1938. This show has grown constantly in popularity since the first broadcast. Its large cast has already contributed considerable talent to Hollywood and Broadway. The Children's Playhouse is now available for sponsorship. Write or wire for details.

Latest Survey Shows 44.75% of All Detroit Listeners Tuned to WWJ's Children's Show at 6:30 P. M.

On Saturday, April 8, the Hooper-Holmes Bureau, Inc., conducted a survey to determine the popularity of WWJ's CHILDREN PLAYHOUSE, on the air from 6:30 to 7 p. m. Personal calls were made at 500 homes representing a cross-section of the various income groups of the city. *Of all the radios in use in these homes, 44.75% were tuned to WWJ!* This survey, following one made in January of this year *to determine the early morning listening habits* of Detroiters, and which showed that 43% of all listeners were tuned to WWJ, definitely establishes the pre-eminence of WWJ in the Detroit Market—*at either end of the day.*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

Member Basic NBC Red Network

THREE SIGNS OF SUMMER FROM THE COLUMBIA BROADCASTING SYSTEM

the Crab,

the Lion,

Virgo

and CBS

3 signs of summer . . .

WRIGLEY'S SPEARMINT THE PERFECT GUM THE FLAVOR LASTS

IVORY SOAP

MODEL SMOKING TOBACCO

WONDER BREAD

GULF

Chipso

CAMEL

Super Suds

PET MILK

COLGATE RIBBON DENTAL CREAM

Huskies

Chesterfield

GRANGER

Lady Esther

NASH

CRISCO

Albolene

OXYDOL

La France

Rinso

Pro-phy-lac-tic

Old English WAX

LISTERINE SHAVING CREAM

Bond

LUCKY STRIKE

PALMOLIVE

Old Gold

PHILIP MORRIS & Co LTD

BAYER

KOLYNOS DENTAL CREAM

PRINCE ALBERT

GRIFFIN ALLWITE

Spry VEGETABLE SHORTENING

CALOX

ANACIN

Chrysler Corporation

...and some other signs★

At least a million more people will listen daily to radio *this* summer than last summer. And this is millions more than listened in the peak winters of 1934, 1935, 1936!

78.6% of all U.S. radios were turned on *each day* last summer. Average listening time was 4 hours and 18 minutes for sets in use, per family, *each day* last summer!

This year, summer listening will increase. It has—*every* year! There are now millions more radio sets—home, automobile, portable—than ever before. And there is still time for you to take your story to this audience, growing in size and in responsiveness.

★ SOME CBS SUMMER 1938 ADVERTISERS

On the next page, some notes on 1939.

$6,313,829

of CBS *business in 30 days!*

You may have seen that headline recently, for it made the front pages in paper after paper. Included in the figure are 14 *new* contracts and 5 renewals of contract.

Here's what one paper said about it:

"*Completely reversing the seasonal trend in radio for both Summer and year-round schedules, CBS has concluded a record-breaking month in signing new business and obtaining renewals. Gross business in new contracts for the past 30 days totaled $6,313,829 of which $2,255,396 comprised renewals. Contracts included 14 new accounts, while the renewals were five in number . . .*

The number and volume of these contracts closed by Columbia during the last month indicate a striking upturn in radio advertising of all lines of industry. Foods, tobaccos, fuels, drugs—all are represented in these increased investments, as of April 12".

If you'd like to know more about summer 1939 and Columbia, summer and winter, we'll be glad to amplify for you this brief story of the Crab, the Lion, and Virgo.

WORLD'S LARGEST RADIO NETWORK

CBS

The Story of the

REDISCOVERY of the PHONOGRAPH

Once upon a time, in the halcyon days of gold-inlaid stock market floors and short skirts and vaudeville, there appeared in these United States an instrument of mystery, so conceived as to pluck music and entertainment from the very air and bring it to us in our homes. Radio, it was called, and so popular became its appeal that before the news of the Crash had become old stuff, the long-established and universally-cherished phonograph was almost completely forgotten.

The headlines in 1933 must have been "RADIO KILLS PHONOGRAPH." But about that time, someone tripped over the old adage about fighting fire with fire. So RCA employed RADIO to advertise the phonograph. And then it happened...

Throughout the country came news of phenomenal sales increases. Especially from Northern California. There, using a three-quarter hour program on KGO, *just before midnight when listening is supposedly at an ebb according to radio folk-lore,** RCA watched Victor Record sales boom over 33% in 1937, over 27% in 1938.

And difficult though it may be to believe, 1939 Victor Record sales are even greater thus far by 30%. Perhaps that's because it's World's Fair year in San Francisco... or because KGO, which broadcasts more of the popular Exposition programs than any other station, has so vastly increased its regular listening audiences this year. Whatever the reason, it seems to point to two conclusions: (1) Radio has revived the Phonograph—(2) KGO's Exposition market is probably the most vital advertising development in the West this year.

**Immediately preceding the RCA program, KGO has an exceptional 15-minute program available for sponsorship.*

KGO **COMMANDS THE EXPOSITION MARKET**
National Broadcasting Company. A Radio Corporation of America Service, 111 Sutter Street, San Francisco.

XUM

WITHIN THE "GOLDEN HORSESHOE"

MOTOR VEHICLES HERE CONSUME MORE THAN

Three Hundred Million Dollars

IN PETROLEUM PRODUCTS ANNUALLY

"Ten gallons please." Imagine repeating that purchase two hundred million times and you have some idea of the gasoline consumed within the "Golden Horseshoe," the newly discovered metro-rural market of the Middle West. Here, almost two billion gallons are consumed annually, practically as much as in the entire state of New York. Sales on petroleum products alone climb above three hundred million dollars every twelvemonth. And so they go on other products too. No matter what you sell, consider well the gold within the "Golden Horseshoe," its two and one quarter million buyers who buy. And welcome news is the fact that this market can be blanketed effectively and at minimum cost through the "Great Stations of the Great Lakes" . . . WJR in Detroit and WGAR in Cleveland!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 9 WASHINGTON, D. C., MAY 1, 1939 $3.00 A YEAR—15c A COPY

ANPA Moves Toward Harmony With Radio

By BRUCE ROBERTSON

Cooperation Is Sought by Publishers Radio Committee; McCarrens New President; Joint Sessions Planned

AMPLE evidence that future rivalry of newspapers and radio may be confined, without bitterness, to competition for advertising, while publishers and broadcasters work together to eliminate the current causes of friction, was forthcoming at the 53d annual convention of the American Newspaper Publishers Association, held April 25-27 at the Waldorf-Astoria, New York.

The report of the ANPA Radio Committee, commending the cooperation of press and radio as exemplified during the Munich crisis last fall and recommending further such cooperation, was one sign. The election of a publisher with wide radio interests as president for the coming year was another.

The action of the Associated Press membership on April 24 in urging the AP directors to find a way of making AP news available for commercial broadcasting also points toward greater press-radio harmony.

Seek Understanding

And perhaps most promising of all was the first of a series of meetings between the publishers' Radio Committee and the broadcasters' Press Relations Committee, which will attempt to create a better understanding of one another's problems among the members of each group.

New ANPA president is John S. McCarrens, vice-president and general manager of the *Cleveland Plain Dealer*, which owns WHK and WCLE, Cleveland, and WHKC, Columbus, and has a substantial interest in WKBN, Youngstown. Other ANPA officers for the coming year include: Walter M. Dear, *Jersey City Journal*, vice-president; John S. Parks, *Ft. Smith* (Ark.) *Times Record*, secretary; W. G. Chandler, Scripps-Howard Newspapers, treasurer.

Ever Talking Radio

The 1939 meeting of the ANPA proved no exception to the off-repeated remark that when two publishers get together they talk about radio. From the opening session, confined to the smaller newspapers, at which the major address was devoted to a plea to publishers to drop their radio columns and quit devoting free space to their competitors, radio was never long absent from the speakers' platform.

One possible explanation for this may lie in the report of the ANPA's Bureau of Advertising, which reports that "magazines, like newspapers, lost in 1938, but . . . radio has shown a steady increase year after year." Using *Media Records* figures and taking 1933 as the 100% base, the Bureau prints the following tabulation of advertising revenue from 1933 to date:

	Newspapers	*Magazines*	*Radio*
1933	100.0	100.0	100.0
1934	119.0	120.5	135.4
1935	126.1	125.3	156.4
1936	143.4	145.4	188.3
1937	142.5	152.5	218.4
1938	114.7	134.3	227.6

These figures were undoubtedly in the mind of James G. Stahlman, *Nashville Banner*, president of the ANPA, when in his address to the membership he urged them to "the task of regaining the leeway in advertising revenues lost through failure to adequately meet the changing currents of abnormal times which less favorably endowed competing media have so successfuly turned to their advantage."

Might Profit by Example

One technique of radio, the sale of time in 13-week units, was advocated by Atherton W. Hobler, president of Benton & Bowles, as something that might be profitably copied by newspaper publishers. Citing an analysis of newspaper advertising for a recent year which showed that "over 30% of the national advertisers using newspaper space used less than 1,000 lines that year and only 4% of them used 10,000 lines or more," he contrasted the advertiser's approach to radio. Having a choice of several stations, nine times out of ten, said Mr. Hobler, the advertiser selects one station, "because to use any station, whether he uses it daily or weekly, he must use it for a minimum of 13 weeks and thereafter in periods of 13 weeks."

"If radio is growing," he continued, "it is because its use has been markedly successful in a number of instances and I am willing to put my neck out far enough to say that I believe this has been largely due to the way advertisers and agencies have been forced to use radio. To use it at all they have had to buy enough concentration and frequency of impression

(*Continued on page 68*)

AP Puts Sponsored News Up to Board

Members See Need of Meeting Inroads by Competitors

A RESOLUTION urging the board of directors of the Associated Press to consider making AP news available for broadcasting under commercial sponsorship was adopted April 24 by the membership of the press association at its annual meeting at the Waldorf-Astoria, New York. In voting favorably on this proposal, the AP completely reversed its action of a year ago when a similar resolution was voted down by a large majority.

This year, as last, the voting was preceded by a lengthy and heated argument in which publishers favoring the sale of news to radio pointed out not only the need of AP for additional revenue but indicated this step would enable it better to meet the competition of other press services already selling their news for commercial broadcasts.

State Groups Favorable

The question was raised by Charles P. Manship, publisher of the *Baton Rouge Advocate* and *State Times* and also owner of WJBO in that city, who said that at a recent meeting AP members in Louisiana and Mississippi had adopted a similar resolution. Other publishers reported that similar action had been taken by AP groups in Minnesota, California, North Dakota, Kansas and Missouri. Cognizance of these State meetings was taken in Mr. Manship's proposal, which reads as follows:

"Whereas, during the past few months, a substantial number of State meetings following a full discussion by members of radio broadcasting, have requested the Board of Directors to again consider the question of the Associated Press news in sponsored programs, and

"Whereas, an increasing number of member papers have been compelled to purchase the news of competing agencies for such sponsored programs, and that an impairment of State circuits and loss of membership and territorial representation in the news report is threatened, therefore

"Be it resolved that the board of directors be urged to give consideration to the problem presented and that interested members be afforded full opportunity to appear before the board and present such recommendations as they may see fit to offer."

Argument that the sale of AP news to advertisers would lower the prestige of the association and of its news was answered by Edson K. Bixby, *Springfield* (Mo.) *News* and *Press* (KGBX, KWTO), who stated that broadcasting would raise rather than lower the AP's standing. Because he is unable to sell AP news for radio, he said, he has been buying news for that purpose from another press service, with the result that from hearing the name of this other service broadcast daily the people in his community were coming to believe that it and not AP is the leading news service.

When he sells space in his newspapers, he declared, he is selling AP news just as much as he would be if it were on the air. Advertisers who buy space next to pure reading matter are cashing in on AP news, and putting it on the air won't contaminate it, he concluded.

Favors Sponsorship Fee

William R. Mathews, of the *Tucson Star*, said that although he neither owns a radio station nor intends to own one, he would like to see AP put in a position to compete with rival organizations, favoring the resolution provided extra assessments were levied by the association on member publishers who sold the AP news for sponsored broadcasts. AP now permits its members to broadcast reports on a sustaining basis only, and also has been furnishing sustaining news to the networks and to various stations in New York since the breakup of the Press Radio Bureau.

Stating that his radio station (WGN) had never broadcast a sponsored news program and never would, Col. Robert R. McCormick, of the *Chicago Tribune*, urged that the matter be left entirely to the directors. Recalling other changes that had been made in AP operations, which he described as "changes far from the thoughts of the AP founders", he said newspapers should use radio as an "asset, not a rival" and that "we should make radio our servant, not our master." He warned that wise action could not be taken by a group that meets only once a year for a couple of hours.

A number of the problems to be solved in the sale of AP news to radio advertisers were raised. One publisher questioned the service's ability to give satisfactory radio reports and news reports as well. The publisher of an afternoon paper said that he could not broadcast news at night because the AP night service in his city belongs to the morning paper. Another wanted to know whether the news would be sold by the AP or by individual members and another asked if the association's by-laws would permit the sale of news to radio under any circumstances.

In answer to the last question, it was stated that the "bulletin rule," which permits a publisher to use his news in other ways than printing it in his paper, could probably also be applied to radio and since this rule does not mention advertising there should be no legal difficulties.

May Avert Higher Fee

As to the other questions and the whole matter of procedure there was no official answer, the board members declining to make any statement until they have had an opportunity to talk to interested publishers and find out what practices will best suit the situation. It was generally believed, however, that no move would be taken that would in any way take from the individual member the control of AP news in his community.

If the board is able to work out a satisfactory method of making AP news available for sponsored broadcasting, the solution is expected to avert the necessity for increasing the assessments on member publishers. In the annual report, read at the opening of the meeting by Robert McLean, *Philadelphia Bulletin*, AP president, it was stated that while such an increase had so far been averted through efficient management, the board "has watched with some concern the increasing funds available to competing news services as the result of the demand for news for broadcasting purposes. Particularly significant has been the opportunity thus afforded competing agencies of entry into local newspaper fields not heretofore available to them."

Following the meeting the publishers witnessed a television demonstration staged by RCA and NBC in cooperation with the AP, whose newsroom was toured by a mobile television camera for the benefit of the members watching at the hotel.

Drawn for BROADCASTING by Sid Hix

"They Want to Appear as a Team on Our Quiz Program!"

Six Have Stations

SIX of the 11 members of the ANPA Radio Committee have interests in radio stations. The chairman is J. S. Gray, *Monroe* (Mich.) *News*. Members and their newspaper-radio affiliations are H. M. Booth, *Worcester Telegram & Gazette* (WTAG); Amon G. Carter, *Ft. Worth Star Telegram* (WBAP, KGKO); Norman Chandler, *Los Angeles Times*; E. D. Corson, *Lockport* (N. Y.) *Union-Sun & Journal;* K. A. Engel, *Little Rock Democrat* (KLRA, KGHI); Edwin S. Friendly, *New York Sun;* J. L. Horne Jr., *Rocky Mount* (N.C.) *Telegram;* J. R. Knowland, *Oakland Tribune* (KLX); H. Ponting, *Detroit News* (WWJ); O. S. Warden, *Great Falls Tribune* (KFBB).

Ten Have Stations

OF THE 18 members of the Associated Press board of directors, upon whom now devolves the decision whether to make AP news available to radio for sponsorship, 10 are publishers with radio station interests. They are Frank B. Noyes, *Washington Star* (WMAL); J. R. Knowland, *Oakland* (Cal.) *Tribune* (KLX); Col. Robert McCormick, *Chicago Tribune* (WGN); Frederick E. Murphy, *Minneapolis Tribune* (WTCN); George B. Longan, *Kansas City Star* (WDAF); Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); John Cowles, *Des Moines Register & Tribune* (KSO, KRNT, WMT, WNAX); Frank E. Gannett, Gannett Newspapers (WABY, WOKO, WESG, WENY, WHDL, WHEC, WTHT, WDAN); William J. Pape, *Waterbury Republican & American* (WBRY); Houston Harte, *San Angelo* (Tex.) *Times* (KGKL, KRBC, KRIS, KPLT). The non-radio owning members of the board are Clark Howell, *Atlanta Constitution;* W. H. Cowles, *Spokane Spokesman-Review;* E. Lansing Ray, *St. Louis Globe-Democrat;* Robert McLean, *Philadelphia Bulletin;* Paul Patterson, *Baltimore Sun*; L. K. Nicholson, *New Orleans Times-Picayune;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* Josh L. Horne, *Rocky Mount* (N. C.) *Telegram.*

News Broadcasts Aid Newspaper Sales, Publishers Agree at Joint Discussion

UNANIMOUS agreement that news broadcasts have helped rather than hindered the sale of newspapers was expressed by the Radio Committee of the ANPA's Bureau of Advertising at a meeting April 27 with the NAB's Press Relations Committee. The newspaper group agreed that people who have heard the highlights of any news story on the air are more anxious to read the full details in their newspapers than those who have no knowledge at all of what has occurred.

The two committees assumed the roles of friendly competitors during the joint session, at which the NAB representatives explained formation of the NAB's Bureau of Radio Advertising, performing a function similar to the ANPA's Bureau of Advertising.

News Sponsorship

Opening with a statement by James G. Stahlman, *Nashville Banner*, retiring president of the ANPA, that "a free radio goes with a free press" and that anyone who attempts to violate the freedom of radio will find himself unanimously opposed by the newspaper publishers of the country, the meeting went into a discussion of the four principal areas of irritation between the publishers and broadcasters: The printing of radio logs without charge, the similar publication of radio columns, competition of radio and the press in the dissemination of news, and their competition as advertising media. Regarding the latter point, the newspaper group then served notice on the broadcasters that they would give them whole-hearted competition for every piece of business and that they expected similar treatment from radio, which proposition was accepted as fair by the radio men.

The new Bureau of Radio Advertising is to parallel the Bureau of Advertising formed 26 years ago by the publishers to aid local newspapers in their solicitation of advertising by collecting and compiling data and promotion material proving the effectiveness of the medium in selling goods and services.

Major portion of the conference was devoted to debating the question of sponsored news broadcasts. The publishers advanced the view that when news is presented under the auspices of an advertiser it automatically becomes suspect by the public and subject to criticism and to loss of respect, with the danger that the public will become cynical about the intrinsic fairness of all news, whether broadcast or printed. To this charge the radio group replied that under existing practices, which will be made official for the broadcasting industry through incorporation in the new NAB Code of Procedure, control of news broadcast under commercial sponsorship is clearly placed in the hands of the news editor of the station or network through whose facilities it is broadcast. Furthermore, such news is always presented, not as coming from the advertiser but with an announcement that "The Blank Company now presents a period of news from the General Press Association" which clearly tells the listener the source of the news he is hearing.

The meeting also cleared up a general misunderstanding on the part of the publishers that all radio news was sponsored when the broadcasters showed them that almost all broadcasters present regular daily news periods in the public interest, regardless of whether these periods are sponsored or sustaining. In fact, the majority of news broadcasts are presented by the stations without sponsorship, it was stated.

It was agreed by all present that the essence of news, whether printed or broadcast, is public service, and that the utmost care should be taken to prevent the implication that any sponsor of news broadcasts has anything to do with the preparation or editing of the news broadcast during his time on the air. It was pointed out that

(*Continued on page 64*)

Congress Formally Recognizes Radio With Gallery Facilities

Drive Finally Succeeds; Baukhage, Warner and Lewis Named by Networks as Their Reporters

RADIO'S status as a full-fledged news gathering and disseminating medium has received the formal recognition of Congress, with provisions made during the last fortnight for gallery facilities in both Senate and House comparable to those of the press.

Largely due to the efforts of Fulton Lewis Jr., MBS news commentator and a well-known former newspaper correspondent, both Houses of Congress have adopted resolutions setting aside gallery facilities. They will be apart from those occupied by the press. Hearings were held before subcommittees on rules of both houses, at which press gallery standing committee members opposed lumping of radio reporters with those of the press, largely on the ground of lack of accommodations.

Almost coincident with the successful gallery campaign, all three networks have named outstanding Washington newsmen as radio reporters at the Capitol. Mr. Lewis soon is expected to devote full time to his MBS work. NBC, which for the last several months has used H. R. Baukhage, well-known Washington correspondent and radio commentator, on a parttime basis, formally announced his retention as fulltime radio correspondent. CBS on April 20 announced that Albert L. Warner, for the last four years chief of the Washington Bureau of the *New York Herald-Tribune*, had joined its Washington staff as news analyst.

Eligibility Standards

A standing committee of radio reporters, under the new rules, will be established to pass upon the eligibility of radio correspondents for admission to the galleries set aside for radio. In addition to Messrs. Lewis, Warner and Baukhage, it is expected that members of the Washington staff of Transradio Press will be admitted immediately as qualified correspondents.

Heretofore, newsmen reporting for radio have done so largely on a "sideline" basis, using press gallery credentials procured through their regular employment by newspapers. Rules of Congress specify that actual reporting [taking of notes on debates] may not be done from the public galleries.

Both House and Senate have made provisions for the radio gallery accommodations. Portions of the public galleries, adjacent to the regular press galleries, will be equipped for the radio reporters. There will be private entrances to the galleries with adjacent rooms set aside equipped with typewriters and other facilities. It is expected each radio gallery will be provided with an employe to superintend activities.

The House resolution, offered by Rep. Dempsey (D.-N. M.), father of William J. Dempsey, FCC general counsel, was adopted April 20 without a dissenting voice, and with some 400 of the 435 House members present. The Senate resolution was offered by Senator Gillette (D.-Ia.) and received Senate approval on April 25 after brief debate.

Action of the Senate was very broad. It does not specify a separate gallery for radio correspondents, but leaves that to the judgment of the Rules Committee. The radio reporters, however, will seek a gallery, similar to that in the House, and favorable action is expected in early May.

On April 25, Mr. Lewis called together a group of radio correspondents, and a temporary committee was set up. The organization, which will control the galleries on both sides insofar as radio is concerned, tentatively has been named "Radio Correspondents Association." Mr. Lewis was named temporary chairman, Carlton Smith, assistant manager of WRC and WMAL, presidential announcer and a commentator, was named for NBC, Mr. Warner for CBS, and Fred Morrison for Transradio Press. Others attending this session included Mr. Baukhage and Frederick M. Harmon of Transradio.

White House Conferences

Steps have been initiated by the temporary committee to procure permission from the White House for admission of radio correspondents to presidential press conferences. This has been denied them by the White House Correspondents Association.

First appointment of a special correspondent for a radio organization, other than networks or Transradio, was announced April 26 by Ed Craney, general manager of KGIR, Butte, and KPFA, Helena, Mont. He announced that Ed Cooper, Montana newspaperman currently employed in Washington, has been named correspondent of these stations. Mr. Cooper will apply for membership in the radio galleries.

Eight years ago, when Henry A. Bellows, now advertising executive of General Mills and a former Radio Commissioner, was Washington vice-president of CBS, the initial effort for gallery recognition was undertaken. Efforts to get resolutions out of committee to accommodate radio reporters in the regular press galleries proved futile, however. Transradio likewise sought to have the radio ban lifted several years later, through its then counsel, former Senator C. C. Dill.

Mr. Lewis undertook the campaign about a year ago. At hearings before the respective committees he was flanked by Neville Miller, NAB president, and officials of the networks and Transradio.

The House resolution, (HR-169) as adopted April 20, provides that such portion of the Gallery of the House as may be necessary to accommodate reporters of news to be disseminated "by radio, wireless, and similar means of transmission, wishing to report debates and proceedings, shall be set aside for their use, and reputable reporters thus engaged shall be admitted thereto under such regulations as the speaker may from time to time prescribe; and the supervision of such gallery, including the designation of its employes, shall be vested in the standing committee of radio reporters, subject to direction and control of the speaker."

The First Three

The network news commentators who first will occupy the new radio galleries are well known in Washington and national journalism. Mr. Baukhage, who has long appeared on the *National Farm & Home Hour*, and in the Federal Housing Administration programs as the *Master-Builder*, for several years has been Washington columnist for North American Newspaper Alliance. He formerly was with the *United States Daily*, and also has had wide experience as a foreign correspondent.

Mr. Warner's appointment was announced by Paul White, CBS director of public events. Well-known as a political writer, he has been in Washington since 1930 when he joined the *Herald-Tribune* bureau as second in command. He became bureau chief in 1935. Prior to that he was with the *Brooklyn Eagle* and the *New York Times* in New York and Albany. He is a former president of the White House Correspondents Association, and is a member of the Gridiron Club.

Mr. Lewis formerly was on the Washington staff of International News Service and Universal Service, Hearst press associations, and for some time served as White House correspondent and as a columnist. He entered free-lance publicity work several years ago, but last year joined WOL, Washington, as a news commentator. His daily commentary soon was placed on the MBS network, and he has acquired a wide reputation as a Washington analyst.

Hits for History

MARK WARNOW, leader of the *Hit Parade* orchestra, recently sent a full recording of the *Hit Parade* broadcast of April 8 to Prof. T. K. Peters, of Oglethorpe University, Atlanta, to be placed in the Crypt of Civilization. Containing specimens of contemporary art, literature and customs, the crypt is to be sealed, with instructions not to open until the year 8,113 A.D. Included among the *Hit Parade* tunes of the week, which will be available to posterity 6,174 years hence, were "Deep Purple", "Penny Serenade", "I Get Along Without You Very Well", "Heaven Can Wait", "The Masquerade Is Over", "Little Sir Echo", "Hold Tight", "Could Be", "Gotta Get Some Shut-Eye" and "The Moon Is a Silver Dollar".

Will Grace 'Radio Press Galleries'

CBS
CBS
NBC
NBC

RADIO REPORTERS who become charter members of the newly formed Radio Correspondents Association, with full Congressional gallery privileges are these three well-known ex-newspapermen. Al Warner (left) is the new CBS reporter-commentator. Fulton Lewis Jr. (center) is the MBS man who was instrumental in driving through the gallery recognition. H. R. (Buck) Baukhage is NBC's full-time air-journalist.

Four Improve Status

IMPROVED facilities for four stations were ordered by the FCC during the last fortnight. KPAC of Port Arthur (Tex.) College was authorized to change its frequency from 1260 to 1220 kc. and its power from 500 watts daytime only to 500 watts fulltime. Ohio State University's WOSU, using 750 watts at night, was authorized to increase to 1,000 watts, which is also its day power. WTOL, Toledo, 100-watt daytime station on 1200 kc., was authorized to use fulltime with 100 watts day and night. KVWC, new local at Vernon, Tex., secured a daytime power increase to 250 watts.

RKO-PATHE Films has initiated plans to film the cast of *Information Please*, heard on NBC-Blue under the sponsorship of Canada Dry Ginger Ale, in a series of 13 one-reelers with a different guest star on each reel. Cast will include Clifton Fadiman as m.c. and the three regular members—John Keran, F. P. Adams and Oscar Levant.

Border Station Status Delays Action on Allocation Changes

Formal Ratification by Mexican Senate Expected But Danger of Reservations Causes Concern

MEXICO'S apparent unwillingness to upset a half-dozen high-power "border stations" operated with American capital has again confused the North American allocations picture, although negotiations still are going forward through diplomatic channels looking toward elimination of this last remaining obstacle.

At a closed session of the FCC April 25 with Director Thomas Burke of the State Department's Division of International Communications present, it was decided to ask the Mexican Government regarding its intentions as to the preservation of the border stations under the terms of the Havana Treaty.

This step was taken because of the ambiguity of previous communications which stated that the Mexican Government had ratified the treaty administratively with reservations on relocation of high-power stations (border stations), and that formal ratification of the treaty itself would be accomplished shortly at an extraordinary session of the Mexican Senate. The Senate previously had declined to ratify on the ground that the proposed allocations were not in the best interests of the country. Despite that, however, reports were widely prevalent that operators of border stations had been instrumental in prevailing upon influential members of the Senate to oppose formal ratification.

Treaty Provision Opposed

Because the formal communications have not been clear as to the ultimate intentions of Mexico with respect to the border stations issue, the FCC requested the State Department to make further overtures in that connection. The attitude appears to be that temporary continuance of the border stations under an administrative agreement would not be objectionable, but that any proposition under which reservations would be incorporated in the treaty regarding acceptance of such outlets would be opposed.

For nearly ten years, constant efforts have been made for elimination of the high-power border outlets, operated nominally as Mexican corporations by such erstwhile American broadcasters as Dr. John R. Brinkley and Norman T. Baker.

The provisions of the North American broadcasting agreement itself, under which definite allocations of facilities are made to the four major nations of the continent, specify that broadcast channels in the 550-1600 kc. range shall be used for the benefit of nationals of the countries in which they are located. That, it is felt, automatically eliminates border stations, which for the most part use directive antennas designed to throw their signals primarily into the United States.

While the FCC has been moving forward with plans for new allocations in this country, pursuant to proposed new rules and regulations, the obvious desire is to procure Mexican ratification before an effective date is set. Similarly Canada and Cuba, which already have ratified the treaty along with the United States, are awaiting word from Mexico. The proposed new rules, encompassing the allocations, were released April 7 by the FCC Committee charged with that task [BROADCASTING, April 15]. Exceptions to them are due May 6 after which oral arguments would be held and an effective date presumably set. If favorable word comes from Mexico within the next fortnight, it is thought no time will be lost on the reallocation move in this country.

Additional Word Awaited

Earlier advices from Mexico stated the Mexican Government was willing to give its administrative approval to the agreement. Subsequently word was received that President Cardenas had signed the administrative agreement on April 14. It was added that formal ratification would be forthcoming at a special session of the Senate to be convoked late in April or in May. Because there was no specific information on whether the treaty ratification would be sought with reservations—which would have to be accepted by the other three nations—or without them, it was felt the additional advices were necessary.

The six border stations which would retain their present high power status under the proposed "relocation" provisions of the administrative agreement are XEAW, Reynosa, across from McAllen, Tex., which was recently acquired by interests headed by Carr P. Collins, of Texas, from interests including Dr. Brinkley; XENT, Neuva Laredo, across from Laredo, Tex., operated by Norman Baker; XEPN, Piedras Negras, opposite Eagle Pass, Tex., of which W. E. Branch, radio engineer, is said to be head; XERA, Villa Acuna, opposite Del Rio, Tex., identified with Dr. Brinkley; XELO, Tia Juana, and XERB, Plaza Rosarito, both near San Diego, reported to be backed by American syndicates.

Specific frequencies, which under the treaty would be assigned to inland Mexican stations, would be allocated these stations on a regular basis. Some now are operating on mid-channels, and in many instances are causing serious interference with stations in this country and in Canada.

Pullman Using Spots

PULLMAN Co., Chicago, early in May will start a short spot campaign of thrice weekly minute announcements as a part of its contest to name a Pullman car and win $200 and two round trip tickets to either World's Fair. Stations scheduled are: WMAQ WLS WJJD WWJ WJR WTAM WGAR KSD WLW KSTP WOW WDAF WHB WOAI KTSA KOA WHO WWL WFAA KGKO WNAX WREC KFYR WIRE KFH WKY KWTO KMMJ WIBW. Blackett-Sample-Hummert, Chicago, handles the account.

Relay, Other High-Fequency Stations Affected by Changes in FCC's Rules

RELAY broadcast stations used for remote pick-ups in the future will be designated by regular four-letter calls rather than experimental call letters which include a numeral, under revised regulations covering ultra-high frequency operations approved April 17 by the FCC.

The new regulations cover relay, television, facsimile, high-frequency, non-commercial educational and "developmental" (formerly experimental) broadcast stations. Few changes are invoked, except increases in the number of frequencies made available for relay broadcasts and for frequency-modulated as opposed to amplitude modulated ultra-high frequency broadcast stations.

More Facilities Provided

Long anticipated changes in rules governing international broadcast stations were not announced pending further consideration by the Commission. Attention has been focused on international broadcasting in view of developments abroad and the concentration of efforts of several European nations in spreading propaganda by international broadcasts in South and Latin America.

In changing relay allocations, the FCC established four groups of 16 frequencies available for assignment, in lieu of three groups of 12 under former regulations. The experimental tag was removed, since these stations can operate only in conjunction with regularly licensed stations and therefore can be used for commercial programs.

Along with the increased facilities made available for relay broadcasting, the FCC, however, ordered what amounts to a general power reduction due to the fact that many Government services, including emergency operations, operate in these bands. Relay broadcast stations assigned to certain of the frequencies will be limited to 25 watts, others to 50 watts and still others to 10 watts. At present power of 100 watts and even greater is authorized.

It was decided to issue regular calls, without numerals, to stations in the regular groups though those which are authorized to use the very high frequencies above 300,000 kc. will still be in the experimental class. A new group of four channels, ranging from 133,030 to 138,630 kc. was set aside from frequency modulation as opposed to amplitude in the relay classification, for the first time.

With this revised allocation, the

(*Continued on Page 67*)

New Rules Draw Many Objections

Half-Dozen Groups Object to Proposed FCC Regulations

AT LEAST a half-dozen participants in the hearings of last year on proposed new rules and regulations to govern broadcasting contemplate filing exceptions to the report of the FCC Committee on Rules and Regulations, which are due May 6. Oral arguments, probably during June, will be heard by the full Commission in the light of such objections.

Greatest dispute centers around superpower and clear channel aspects of the report. The Clear Channel Group, according to Louis G. Caldwell, its counsel, will oppose the provision of the proposed rules limiting power on clear channels to 50,000 watts. Moreover, the group will object to conclusions reached by the Committee dealing with social and economic aspects of superpower and attempt to block further inroads on clear channels via the duplication method.

Others to Protest

Both the National Association of Regional Broadcast Stations and National Independent Broadcasters, the latter representing locals, are expected to attack the same provisions of the proposed rules but on opposite grounds. The specification that power of Class I stations on the 25 so-called clear channels shall be "not less than 50 kw." will draw their fire on the ground that it makes possible eventual granting of power in excess of that amount without a change in rules. Both NARBS, through its counsel, Paul D. P. Spearman, and NIB, through George O. Sutton, its counsel, sought duplication on clear channels as a means of providing what they characterize as greater service.

WOR, through its counsel, Frank D. Scott, contemplates again protesting the proposed allocations which would permit duplication on its channel. Though the Committee's report proposes a change in nomenclature under which all channels in the Class I group would be described as such, they nevertheless specify that duplication shall be permitted within the continental limits under prescribed conditions on certain channels [BROADCASTING, April 15]. Similarly, WCAU, Philadelphia, through its counsel, Ben S. Fisher, plans exceptions to the proposed allocation which would place it in the secondary Class I position. Mr. Fisher also proposes to protest on behalf of WMBI and WCBD, Chicago, because their assignments purportedly would be adversely affected under the proposed allocations embraced in the rules. Positions of the networks have not yet been disclosed though it is expected each will file pro forma exceptions in order to participate in the oral arguments.

Thus far, no request for an extension of time for filing of exceptions has been made to the FCC.

AMERICAN SAFETY RAZOR Corp., Brooklyn, on April 10 started a 13-week campaign for Star blades, using daily 50-word spot announcements at 7 a.m. on WOR, Newark. Plans are now under way for a large campaign to promote Gem blades later in May. Federal Adv. Agency, New York, handles the account.

XUM

Facsimile Is Here To Stay—Hamilton

McClatchy Head Voices Faith In Broadcast Newspaper

"PICTURE in your mind the day when the businessman can sit in his office doing his work and reach over to the side of his desk and pull off the latest news releases that have just come through his facsimile recorder . . . that day is not on the far distant horizon but is practically here."

Thus Guy C. Hamilton, general manager of the McClatchy newspapers and radio stations, expressed his faith in the development of facsimile, which his stations at Sacramento and Fresno, hooked up by telephone lines, are broadcasting from 12:30 to 3:30 a. m. regularly on their regular channels to some 110 facsimile recorders placed in various homes in their service areas.

Need for Improvement

Speaking at a dinner in the Waldorf-Astoria April 25 during the ANPA convention, Mr. Hamilton asserted he was "firmly convinced facsimile broadcasting is here to stay." "I believe," he added, "most of us here tonight will live to see the time when the newspaper of the air will be an accepted institution." Developments still needed he listed as (1) mechanical improvements in recorders so they will operate in the home with no more service than the average radio set; (2) simultaneous broadcasting of facsimile with sound programs on the same wavelengths and receivable on the same sets; (3) an increase in the size of the facsimile page, possibly double the 8 x 11 inch page of RCA which Mr. Hamilton said was too small.

People in whose homes facsimile receivers were placed, said Mr. Hamilton, were reluctant to have them taken out after their three-week test periods. "The habit of expecting a condensed newspaper each morning seems to be easily formed." About 80% of those who have had the sets, he said, indicated in a survey they would buy them if available for $75.

Mr. Hamilton said his company's experiments of this year were worth their cost in promotion alone, and in the light of experience so far he said he expects the cost of operation will be $10,000 to $15,000 a year. "Facsimile, like radio," he concluded, "should remain in private hands. I feel that newspapers are best qualified, both by training and experience, to handle it."

Waring for Chesterfield

LIGGETT & MYERS TOBACCO Co., New York, on June 19 will present a new program for Chesterfield cigarettes with Fred Waring and his orchestra Mondays through Fridays, 7-7:15 p. m., with rebroadcast at 11 p. m. (EDST), on 82 NBC-Red stations, spot formerly occupied by *Amos 'n' Andy*, now on CBS at that time. The sponsor's Wednesday evening *Burns & Allen* program on CBS starts its customary vacation June 23, but will resume in October. The Friday *Paul Whiteman* program, also on CBS for Chesterfields, will continue throughout the summer, according to Newell-Emmett, New York agency handling the account.

PART-TIME ARTISTS Murray Carpenter (left) and Leonard Bush pose beside their respective entries in the employes' art exhibit now on display in the main meeting room of Compton Advertising Inc. When not painting, Carpenter is timebuyer, and Bush is vice-president, secretary and treasurer of the agency.

Opposition Mustered to Fight Ban on Advertising of Liquor

Senate Committee Passes Discriminatory Bill By 6-5 Vote; Gurney Files Minority Report

A SPIRITED floor fight on the Johnson Bill banning radio advertising for distilled or brewed liquors from the air was forecast here in the wake of a favorable report given the measure April 20 by the Senate Committee on Interstate Commerce by a 6-5 margin.

Both the majority and minority reports were filed April 28. Senator Chan Gurney (D—S.D.) former operator of WNAX, Yankton, in the minority report, bitterly attacked the Johnson measure, and had supporting him the five committee members who had voted negatively. He declared the Capper Bill (S-575) which bans all advertising media to liquor should be the only measure, if any, that should be reported. The effect of the Johnson measure, he said, "would be to divert to newspapers, magazines, billboards and other media the comparatively small sums now spent by distillers and brewers on the radio."

Calls Radio Public Utility

The most amazing statement found in the majority report submitted by the bill's author, Senator Johnson (D—Colo.) was that "the radio is a public utility operating in interstate commerce and is subject to Federal control since broadcasting stations operate by a Federal license." This flat pronouncement flies in the face of the terms of the Communications Act of 1934, which defines broadcasting specifically as a non-utility.

The majority report stated there has been a "marked increase" in radio advertising of alcoholic beverages in recent months, and this has "disturbed many people because the radio enters practically every home, affecting little children and young people who are receiving the education which will guide them in future years. There are many adults who may resent this invasion of their homes".

In his minority report Senator Gurney said: "There is little doubt that this proposed legislation involves the same attitude toward liquor that would-be censors would impose in other fields. The hearings utterly fail to disclose, any need for such legislation. The bill would be recomitted for consolidated hearing with S-575 or, failing that, should be defeated."

Attacking the ban on beer advertising, the only alcoholic beverage now using the air for advertising purposes to any great degree, the report said: "It is now urged that radio should be deprived of the revenues from the advertising of legal beer merely because some professional reformers seem to think—unsupported by any specific evidence—that the American parent can't prevent a child from swapping the milk bottle for the beer bottle simply because a radio announcer insists its good beer."

Wheeler Breaks Tie

On the basis of the evidence presenting at the hearings on the Johnson Bill, the minority reached the following conclusions:

Mr. Gurney said he could not understand why radio was singled out for special treatment. The facts are that slightly over $100,000 was spent for hard liquor advertising on the air in 1938, and $1,268,000 for beer. Newspapers and magazines receive the preponderant amount of such advertising, he said, referring to incomplete figures which indicate they got some $23,000,000 in revenue in 1938 from those sources. The effect of the bill would be to divert to other media the comparatively small sums now spent on the air, or less than 5% of the total expenditures for liquor advertising.

While committee attaches refused to reveal the division on the 6-5 decision, it was learned the tie was broken by the vote of Senator Wheeler, (D - Mont.), committee chairman, who stated his vote did not bind him to support the measure on the floor.

It was learned the strong demand Senator Johnson considers necessary to cause the clarification of the freedom of speech aspect of his bill will be forthcoming when the measure reaches the floor. The bill prohibits the dispensing of advertising of or information concerning malt or distilled liquors over the air. Broadcasters leveled their attack at the censorship and discriminatory features of the bill stating that to ban the dispensing of information about any subject by radio would strike a blow at that medium of communication.

They have taken the position that this improvement of programs and advertising should come from within the industry and that censorship would result if standards were forced on radio by outside interests.

Still pending before the Senate Interstate Commerce Committee, with hearings unscheduled, is the vastly broader measure of Senator Capper (R-Kan.), which would deny to the manufacturers and distributors of alcoholic beverages any form of advertising media, including the air.

This measure was frequently brought into the discussion at the hearings on the Johnson Bill by representatives of the broadcasting industry, who took the position that it was gross unfairness to single out one form of advertising media for attack in relation to the alcoholic beverage industry and declared that the Capper bill should be brought before the committee.

Flynn Opposition Reported

In informed quarters, espousal of the Johnson Bill also was laid to Michael J. Flynn, legislative delegate of the American Federation of Labor, acting in behalf of the American Typographical Union. The Union, because of the purported inroads of radio advertising in the national advertising field, is said to be fostering any steps which would restrict radio competition with newspapers. Likewise the Union, which numbers typesetters and printers in its membership is fearful of the future of facsimile as a technological development which might cause widespread unemployment among them.

The thrice - introduced Capper Bill to bar all advertising of alcoholic beverages in interstate commerce was slated for first consideration by the Committee. In usually reliable quarters it is reported he was instrumental in having the measure sidetracked in favor of considering the Johnson bill.

Apparently stymied in the House Interstate & Foreign Commerce Committee is the measure of Rep. Culkin (R-N.Y.), prohibiting any form of liquor advertising. Chairman Lea (D-Cal.), said the press of more important legislation was heavy on the House committee this session and that he could not see far enough ahead to comment on when, and if, hearings would be held on the Culkin bill.

4 Hearst Stations Remain Unsold as Roosevelt Resigns

No Successor to Post Picked; Five Station Deals Pend

SELECTION of a successor to Elliott Roosevelt, second son of the President, who resigned April 15 as president of Hearst Radio Inc., probably will be delayed several weeks, according to Hearst officials.

Meanwhile, matters are quiescent insofar as sale of the four remaining Hearst stations are concerned, though reports persist that at least three of them will be sold if proper terms can be made. The stations still unsold by Hearst Radio are WCAE, Pittsburgh; WISN, Milwaukee; WBAL, Baltimore; KYA, San Francisco. WCAE, it is understood, cannot be sold apart from the Hearst Consolidated Newspapers group. Reports of the impending sale of WBAL, linking the *Baltimore Sun* as the prospective purchaser, have been denied.

Of the ten Hearst stations, only the sale of KOMA, Oklahoma City, has been approved by the FCC and it is now operated under the ownership of William T. Griffin, principal owner of KTUL, Tulsa.

Status of Others

KNOW, Austin, and WACO, Waco, are under contract for sale to E. S. Fentress, publisher of the *Waco News-Tribune*, in a company in which he is 50% stockholder and in which the other principals are S. W. Richardson and Charles F. Roeser, Texas oil men.

KTSA, San Antonio, is under contract for sale to O. L. Taylor, and his associates, who now operate KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco, all in Texas.

WINS, New York, is under contract for sale to Milton F. Biow, advertising agency executive, who is currently operating the station under a management contract pending FCC action.

The deal involving KEHE, Los Angeles, is awaiting FCC action following hearing on its sale to Earl C. Anthony, operator of KFI and KECA, Los Angeles.

General management of all Hearst operations now resposes in Joseph V. Connolly, operations executive, and John S. Brookes Jr., Washington and New York attorney, recently designated head of American Newspapers Inc. Mr. Brookes, it is understood, recently conferred in New York, Baltimore and Washington with all Hearst high officials, including William Randolph Hearst, and proposes to survey the entire operations of the organization preparatory to decisions as to future policies. His scrutiny will include Hearst Radio.

Mr. Roosevelt resigned the presidency of Hearst Radio, which included direction of International Radio Sales, representation organization, after having been with the organization for nearly four years. He remains as president of the Texas State Network of 23 stations, which he formed last September. In addition to his executive duties he conducts a semi-weekly sponsored news broadcast, *Texas in the News*, over the network. He also shortly will begin a syndicated newspaper column once weekly for King Features Syndicate, a Hearst unit, according to recent reports.

In 1933, Mr. Roosevelt became aviation editor for the Hearst newspapers and magazines. In 1935, when Hearst purchased four stations of the former Southwest Broadcasting Co., he became vice-president of the Hearst Radio Inc. A year later he was named its president.

Actual executive operations of Hearst Radio stations at present are being directed by E. N. Stoer, Hearst comptroller.

McNinch Takes Rest

DUE TO a recurring colitis condition, FCC Chairman Frank R. McNinch on April 29 was ordered by his doctors to take at least a fortnight of complete rest and absent himself from the FCC offices. Though it is his third enforced absence in the year-and-a-half he has been with the FCC because of the chronic stomach ailment, the chairman is not regarded as seriously ill. His doctors, however, insist failure to rest might result in aggravation of his condition. Chairman McNinch observed his 66th birthday April 27. Commissioner Thad H. Brown will serve as acting chairman until May 4 at which time he departs for Cleveland for his Great Lakes communications survey. Afterward the chairmanship will be rotated.

APPLICATION for examination before trial has been filed by Time, Inc. and NBC in New York Supreme Court in connection with the suit filed several months ago by Helen Wachtel charging "defamation of character" on a *March of Time* program. Plaintiff charged that in July, 1938, she consented after reading the script to allow an imitation of her voice to be read on the program, but that the tone of voice was damaging to her character.

DENVER defies daffy dowagers of domestic science who claim title as the most comely radio home economist in America. After observing the entries of WOWO and KPO [BROADCASTING, March 15, April 15], F. W. Meyer, KLZ general manager, nominates his own Wauhillau LaHay (airnamed Margaret Moore) to disprove the theory that they have to be fat, fifty and aproned. Margaret, who is heard daily on KLZ's *Lady, Lend an Ear*, poses in evening gown, a streamlined glass and ebony skillet, and a lily to fricasee for dinner.

Networks Arrange Plans For Extensive Coverage Of British Royalty Visit

PLANS for broadcasting the visit of the King and Queen of England to Canada and the United States from May 15 to June 15 have been practically completed by the major networks, which through the facilities of CBC will broadcast at least ten definitely scheduled events and will arrange for additional broadcasts later this month. Listed below are the broadcasts planned:

May 6—7:30-8 a. m. Departure from Portsmouth, England, aboard *H.M.S. Repulse*.

May 15—10-12:30 p. m. Arrival at Quebec City. 1:45-2:30 p. m. Speech by His Majesty at the Federal Government luncheon, Quebec.

May 18—2:45-3:30 p. m. Dedication by His Majesty and unveiling of the National War Memorial at Ottawa.

May 19—10:45-11:30 a. m. Address by Her Majesty at laying of cornerstone for new Supreme Court Bldg., Ottawa.

May 20—10:45-11:30 a. m. Trooping of the Colour at Parliament Hill, Ottawa.

May 22—Presentation of Dionne Quintuplets. Running of the King's Plate at Woodbine Race Track, Toronto.

May 24—2:15-3:15 p. m. Empire Day Broadcast, Winnipeg.

May 30—Speech by His Majesty at Government of British Columbia luncheon.

June 7—7:30-8 p. m. Visit to Niagara Falls. 10:15-10:30 p. m. Departure for United States.

June 15—Arrival at Halifax, N. S. 6 p. m. Departure for England aboard *H.M.S. Repulse*.

Disc Competition Is Enlivened As CBS-WBS Deal Collapses

CBS to Build Own Facilities Through American Record Corp.; Patent Angle Caused Failure

NEW COMPETITION will be injected into the commercial transcription field, with the rupture April 26 of negotiations of CBS to acquire World Broadcasting System.

Coincident with the announcement by Percy L. Deutsch, WBS president, that his company would continue to maintain aggressively its leadership in transcriptions, as an independent entity, William S. Paley, CBS president, announced that his organization through its recently-acquired American Record Corp., will establish its own studios and recording and processing plants for both transcription and home recordings. Transcription plans and policies of the company will be announced within a few months, Mr. Paley said.

License Problem

Both CBS and WBS announced that failure to consummate the WBS transcription, pending for more than a year, resulted from inability to reach agreements with Electrical Research Products Inc. regarding licensing and cross-licensing clauses. ERPI, minority stockholder in World by virtue of ownership of preferred shares, made no formal announcement. Unofficially, it was reported that a clause dealing with cross-licensing of patents proved the stumbling block, particularly since CBS is doing much experimental work in television and was said to be adamant when it came to making available its discoveries to the AT&T subsidiary.

Deal Was Well Under Way

Previously, there had been every indication that the deal would be consummated, with Mr. Deutsch heading the World operations under a three-year contract as a CBS subsidiary. As a matter of fact, World now is processing home records for CBS at its studios and plant at 711 Fifth Ave., New York. American Record Corp. equipment, it is understood, already had been moved to the CBS quarters. When the network recently acquired American Record Corp., it procured full title to the Columbia, Brunswick and Vocalion home record labels.

Beyond the formal statements issued by Messrs. Paley and Deutsch no amplification was forthcoming on the termination of negotiations. It was denied, however, that the FCC Network Monopoly Inquiry, which invaded the transcription field, had any bearing on it. It was indicated there was no present likelihood of reopening conversations.

That WBS intends to push its World Transcription System "Gold Group" as a spot network venture, was made clear by Mr. Deutsch, not only in his formal announcement but in a letter sent to some 200 stations which are subscribers to World Program Service or affiliated with the group. "We are proceeding with the further development of the various phases of our business including the World Program Service, the Gold Group, our creative selling and promotional activities and general recording service for advertisers and agencies who desire the highest type of high fidelity transcription," he said.

"I cannot emphasize too strongly our determination to continue World's record of pioneering every important improvement in the radio recording field. At the same time I want to thank you for your support and cooperation in our efforts to develop this field." Mr. Deutsch explained that negotiations for the purchase of World by CBS were prompted by a sincere desire to offer radio advertisers a more complete service.

Library Development

In his formal press statement, made public at the time Mr. Paley announced termination of the negotiations, Mr. Deutsch said, "We shall continue in our present independent position in the transcription field. With the conclusion of the CBS-World negotiations, we will proceed in the further development of our library service to stations, the Gold Group promotional activities and our general recording service for advertisers and agencies desiring the highest type of high fidelity transcriptions."

It is expected that Edward Wallerstein, manager of American Record Corp., will head the transcription operations of CBS under the revised plan. It had been contemplated that with the acquisition of World by CBS, Mr. Wallerstein would assume charge of the recording operations with Mr. Deutsch retaining general management of all WBS functions.

New Assignments for NBC Chieftains

DepartmentsRevamped; All Will Report To Trammell

PRINCIPALS IN NBC PROMOTIONS

Mr. Trammell

Mr. Morton

Mr. Hedges

Mr. Morgan

Mr. Mason

Mr. Strotz

FURTHER concentration of direct operating authority in the hands of Niles Trammell, NBC executive vice-president in New York who last Jan. 1 was transferred there from Chicago, has been announced by President Lenox R. Lohr in a reshuffling of departments and reassignments of executive responsibilities designed to leave him freer to concentrate on major questions of network policy. The changes are effective May 1.

All department and division heads will report directly to Mr. Trammell who in turn will be responsible to Mr. Lohr for the operations of the company. Heretofore the vice-presidents and department heads have all reported to Mr. Lohr.

Six Major Shifts

At the same time the following new assignments were announced:

1. A. H. Morton, vice-president in charge of NBC's 15 owned, managed and operated stations, becomes vice-president in charge of television, heading all of the present television personnel and functions of NBC in collaboration with its parent company, RCA. This is a newly-created post.

2. William S. Hedges, station relations vice-president, becomes head of the newly-created Stations Department. Under this department will come the former Station Relations Dept.; the owned, managed and operated stations; the Traffic Dept.; the director of development and research; and all national spot and local sales activities.

3. Clayland T. Morgan, director of public relations, becomes assistant to President Lohr for special public relations and institutional promotion.

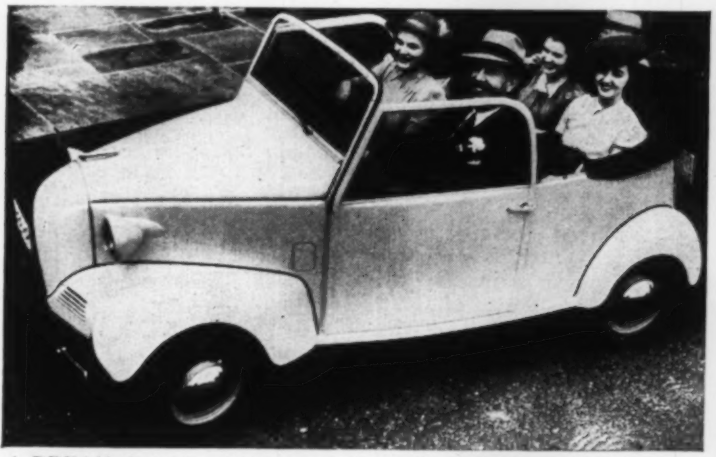
4. Frank E. Mason, vice-president in charge of international shortwave broadcast activities, and assistant to President Lohr, assumes direction of the newly created Department of Information, taking over the press staff formerly headed by Mr. Morgan as well as continuing in charge of international activities.

Strotz Heads Up Chicago

5. Sidney N. Strotz, acting manager of the Central Division at Chicago since Mr. Trammel left for New York, becomes manager of that division.

6. The Statistical Dept., headed by Hugh M. Beville Jr., formerly reporting to Mark Woods, vice-president and treasurer, hereafter will report to Roy C. Witmer, sales vice-president.

Personnel of divisions will remain the same, each of the executives in charge of departments designating duties and authority of individuals. It is expected that several new posts will have to be created, including one under Mr. Hedges for the supervision of the managed and operated stations formerly coming under Mr. Morton.



A DREAM that since 1909 has dwelt in the mind of Powel Crosely Jr., (at wheel) was realized April 28 when the new Crosely automobile was introduced to the public at Indianapolis. It was shown at the New York World's Fair two days later. The car is a two-cylinder air-cooled vehicle designed to cruise at 45 to 50 miles an hour and to average up to 60 miles per gallon of gasoline. Two models are to be sold—a two-passenger convertible at $325 and a four-passenger convertible sedan at $350, f.o.b. Richmond, Ind. The car weighs less than 925 pounds, has three speeds forward and reverse and an overall length of 120 inches.

Kaltenborn Sustainers

LISTENER interest in the news programs of H. V. Kaltenborn, CBS news analyst, is so great that when Pure Oil Co., Chicago, started *Kaltenborn in the News* April 30 on 42 CBS stations, a number of outlets were added on a sustaining basis. Though the sponsor has little or no distribution in New England, Mr. Kaltenborn's mail response has been so great in the East that Pure Oil consented to have the Sunday evening broadcast of the Sunday and Tuesday series aired sustaining on WABC WCAU WCAO WJSV WEEI WORC WNBX WMAS WDRC WPRO WABI WGAN WBRY. On the sustaining stations the time ordinarily given to commercials will be filled with data concerning Mr. Kaltenborn's newspaper career. Leo Burnett Co., Chicago, is agency.

WAPI Seeks 1070 Kc.

WAPI, Birmingham, assigned regularly to share the 1140 kc. channel with KVOO, Tulsa, on April 28 applied to the FCC for full time on 1070 kc., the clear channel of WTAM, Cleveland, and at the same time asked for authority to increase its power to 50,000 watts. WAPI is operated commercially by Thad Holt under lease from the University of Alabama, Alabama Polytechnic Institute and Ilabama College. For several years it operated full daytime but shares night hours on 1140 with KVOO, using 5,000 watts while KVOO uses 25,000; last August both were authorized to operate full time.

Import Restriction Bill

A BILL (HR-5985), providing that all advertisements of imported articles must show the country of origin and that broadcast announcements must include statements showing the foreign country of origin, was introduced April 25 in the House by Rep. Flannery (D-Pa.). Such announcements would be required both at the beginning and end of the broadcast with violation construed as an unfair and deceptive practice within the meaning of the Federal Trade Commission act. The bill specifies that it would apply to all imported articles or to any articles assembled in the United States where the major portion of the materials used, either by volume, weight or value, have been imported.

Press Is Advised To Emulate Radio

Dramatic Methods Are Urged At Meeting on Promotion

A GREATER emulation of radio's methods in dramatizing itself and closer cooperation with radio were urged by speakers at the National Newspaper Promotion Association convention, held concurrently with the ANPA meeting. Accusing newspapers of having an inferiority complex and a matter-of-fact attitude toward the "real drama of newspaperdom," Kenneth Collins, assistant to the general manager of the *New York Times*, said that "if we continue to allow those who compete with us increasingly to win the interest and admiration of the public, we will find our problem becoming harder each year.

Sees Encroachment

"The radio," he pointed out, "just takes it for granted that it has a complete stranglehold on all the drama and all the colorful incidents with which we are surrounded. I watch it encroaching more and more on the time of the newspapers' readers, and encroaching more and more in the field of the newspapers' advertising dollars, and doing so by very vivid methods.

"The great radio show is produced. Its stars glibly talk about the advertising product. The salesman in Keokuk calls the boss, to tell him how much he enjoyed the program. And the boss enjoys the call hugely, because he has at last realized that secret dream of all business men: He has become a producer! The script show develops daily, and its promoters tell the advertisers of the country that it has an intense grip on the imaginations and daily lives of all the millions of American housewives. I see the radio telling the listening world that it is first with the news, and I even now hear programs in which it is claimed that complete and authentic coverage of all the events of the world is at the disposal of any listener who wants only to spin the dials."

Mrs. Ogden Reid, vice-president of the *New York Herald-Tribune*, in discussing the newspaper attitude towards radio competition, said that since "fighting this competition has not worked so well" it might be a good idea to try working together. Pointing out the large number of newspapers owning stations, she said that these publishers "have solved the problem of working the two together, but for those who have not it is vitally important that they should realize the opportunity of two great industries supplementing each other and working together. According to human anatomy we still have the edge on the radio, because eyesight is a stronger human asset than hearing, but the balanced human being wants both eyes and ears and so does the public today."

Fair Must Pay Costs

REPRESENTATIVES of 14 local New York stations decided April 28 they will not carry official World Fair programs unless such programs are "prepared, presented and delivered to the New York telephone patchboard at the Fair's expense", except for present commitments and in no event later than May 5.

Sarnoff Recall to Close FCC Net Inquiry

Caldwell Plan to Halt Net Pacts Studied

Running story of final phases of the FCC Network Inquiry hearings, with summaries of testimony of each witness, begins on page 32 of this issue.

By LEWIE V. GILPIN

THE FCC Network-Monopoly Inquiry will end May 11 as it began last November—with David Sarnoff, RCA president and NBC board chairman, the No. 1 figure in American radio on the stand.

Although the hearing was adjourned April 19 by the FCC committee, save for possible additional cross-examination, it decided April 25 to recall the RCA-NBC executive May 11 for cross-examination. Mr. Sarnoff had delivered only his direct testimony when the hearings opened Nov. 14, at which time he recommended self-regulation of the industry through a voluntary code embodying program standards. This suggestion was picked up by the NAB, which now has a committee functioning on it.

Simultaneously, the committee asked that George Engles, vice-president and managing director of NBC Artists Service, be recalled the same day for cross-examination. Mr. Engles became ill during his testimony last fall and was dismissed, subject to recall.

Caldwell Motion

Before writing a report to the full Commission, the four-man committee must dispose of the provocative motion proposed as the hearings closed by Louis G. Caldwell, counsel for MBS, suggesting that the FCC issue what amounted to a temporary injunction to prevent renewals or extensions of existing network affiliation contracts beyond Dec. 31, 1940. This move touched off the most heated colloquy of the hearings, with John J. Burns, CBS chief counsel, and Philip J. Hennessey Jr., NBC chief counsel, castigating MBS counsel.

The committee, with only Commissioners Walker and Brown present, reserved ruling on the motion. At its meeting April 25, the committee asked General Counsel William J. Dempsey to submit a memorandum regarding FCC authority on the Caldwell motion. Serious question exists as to whether the FCC has such power, and it was contended that even if it has, a motion of the character offered was unnecessary and immaterial.

WHEN THE GONG sounded on the FCC Network-Monopoly Inquiry April 19 after an elapsed time of five months and five days, the hearing room looked like a dull Saturday afternoon at a county-seat courthouse. Less than two dozen were present, including Commissioners, counsel, docket functionaries, reporters, and witnesses. There wasn't a single spectator, as such. This was in contrast to the some 200 present when the hearings opened Nov. 14 in the sumptuous Government Auditorium, with movie cameras clicking and "still" photographers shooting news shots. Only two committee members (Walker, acting chairman, and Brown) were sitting at adjournment subject to call.

When the committee will reach its conclusions is problematical. With a record of nearly 2,000,000 words before it, amassed over a six-month period, it is felt that at least two months will be required before it can whip conclusions into shape. The FCC Law Department has been maintaining what amounts to a daily digest of the testimony and much of the preliminary work has been done, it is contended.

When the hearings were adjourned April 19 subject to call, all parties were given one month, or until May 19, to file supplemental briefs. It was expected, however, that extensions of time would be requested, particularly in view of reopening of the hearing for the NBC cross-examination, to be handled by General Counsel Dempsey, who was the committee's chief counsel during the opening phases of the inquiry. It is possible, also, that other witnesses will be recalled.

Particular attention was focused upon major network contracts dealing with optioned time and the so-called "exclusivity" provisions which prevent major network affiliates from making contractual agreements with other networks. This was the crux of the MBS position, as presented both by Fred Weber, general manager, during two appearances, and by Counsel Caldwell. It was the motivating factor in the latter's proposal for the explosive motion for the "temporary injunction."

Speculation also was current on the committee's possible reaction on competition among the networks, particularly in the light of NBC's operation of two chains. There was considerable cross-examination by FCC Special Counsel S. King Funkhouser on this point, and it was expected Mr. Sarnoff probably would be questioned on the practicability of separating these operations.

The Disc Problem

Another focal issue appeared to be transcriptions and their part in the competitive picture. Here again purported network suppression was inquired into, particularly because of NBC's operation in the field and CBS' plans to enter it nationally through its recent purchase of the American Record Corp. The proposed CBS acquisition of World Broadcasting System, leading company in transcription spot, which was dropped April 25, likewise had been subjected to close scrutiny although terms of the proposed transaction were not divulged.

Purported network domination of talent through artists services during the earlier phases of the inquiry was pounced upon by committee members as a possible monopoly discovery. Mr. Engles' recall is in that connection. Whether his health will permit his return to the stand is not known.

After Mr. Caldwell's motion on behalf of MBS had been offered, Judge Burns loosed a torrent of criticism, expressing his "amazement at the gall" of MBS counsel. He called it an attempt of Mutual "to aggrandize itself at the expense of the other networks."

Elliott Roosevelt, president of Texas State Network made a second appearance before the committee April 18 and strongly urged the licensing of networks. Optioned time agreements, he contended, amount to passing of control of the station from the licensee to the networks.

Joseph N. Weber, veteran president of AFM, protested removal of the transcription identification announcement and called recorded music "canned". He discussed the AFM contracts with the broadcasting industry on employment of musicians and indicated possible new demands when present contracts terminate in 1940.

A HALF-MILLION DOLLAR PROBE

FCC's Network Inquiry Covers 8,490 Pages of Testimony Taken From Nov. 14 to April 19

A BILL of approximately a half-million dollars accrued to the broadcasting industry—and to the taxpayers in footing the FCC's expense—for the six-month Network-Monopoly Inquiry undertaken by the FCC Committee from Nov. 14 to April 19.

While actual figures are not available, BROADCASTING undertook its own analysis of the expense involved and arrived at the approximate estimate. The $500,000 figure probably would be doubled if the salaries of regular employes of networks, individual stations, transcription companies and others also were taken into account.

The stenographic record of the hearings covers 70 volumes for the 70 separate days of testimony. There were 8,490 pages carrying a total of approximately 1,800,000 words of testimony in the record, aside from nearly 700 separate exhibits.

101 Witnesses Heard

Electroporter Inc., which reports the testimony at FCC hearings by the transcription method, cut a total of 1,060 sides of transcription discs. It was estimated that the average cost per typewritten transcript of the complete record was in the neighborhood of $4,500.

All told, there were 101 witnesses who appeared during the hearings. Though 47 lawyers were docketed in the appearances, 30 attorneys actually participated in the presentation of testimony. Four of these were FCC counsel and the remaining 13 advisory counsel for respondents.

While the Network Monopoly Committee comprised four members, usually not more than one or two sat during the long, drawn-out proceedings. Members of the committee originally were Chairman McNinch as chairman, Commissioner Brown, vice-chairman, and Commissioners Sykes and Walker. Commissioner Sykes sat longer than any other member, usually alone. The fact that he retired from office April 7 means that the testimony to which he listened must be reviewed by other committee members. Commissioner Thompson, who succeeded Judge Sykes, heard only two days of testimony—April 18 and 19. Commissioner Brown presided during the earlier months of the hearings while Commissioner Walker presided during the latter phases. Chairman McNinch was present only intermittently.

It was estimated, roughly, that the three major networks—NBC, CBS and MBS—together expended at least $200,000 for their participation in the hearings not calculating the time spent by regular employes in preparation of exhibits and data.

The FCC's expense during the hearing, it is estimated, amounted probably to $20,000 or $25,000.

THE FCC on April 18 issued a license covering the operation of KMMJ, limited-time 1,000-watt station on 740 kc. at Grand Island, Neb., to which it was recently moved from Clay Center, Neb. Station continues under the management of Randy Ryan.

7 EXAMPLES of How Advertising on KOY-Arizona Network Gets Results!

1 After a careful investigation by the McCann-Erickson Advertising Agency, Borden's bought three news programs a day for one year on KOY-Arizona Network. During the first 17 days, Borden's sold an EXTRA TWO CARLOADS of canned milk! That's results!

2 Alka-Seltzer has been broadcasting, via network, in Phoenix for many years. On December 15, Alka-Seltzer bought the early evening news on KOY-Arizona Network. Sales during the first two weeks of January as compared with the first two weeks of December showed more than 172% increase in Phoenix. That's results!

3 Richfield Oil Company switched to KOY-Arizona Network. In 1938, Richfield moved from 8th to 4th place in gallonage in Arizona. No wonder they've renewed for this year, for that's results!

4 A garage man sponsoring a daily quarter hour on KOY offered to wash all green cars free on St. Patrick's Day. As a result he sold four new cars and did $500 worth of repairs on the 117 cars brought in for the free wash! That's results!

5 Bulova has used radio advertising in Phoenix for many years. In 1938 they switched to KOY-Arizona Network. Bulova renewed for 1939, because KOY-Arizona Network gets results!

6 A large soap company had a crew of five thoroughly investigate radio advertising in Phoenix. Their decision? FOUR programs a day on KOY-Arizona Network! All four programs have been renewed for 1939. The West Coast manager reports that returns from KOY-Arizona Network on one brand were best per dollar spent of any station they were using in the United States. That's results!

7 Stokely-Van Camp Corporation had the Raymond Morgan Advertising Agency conduct their own investigation in Phoenix. They selected KOY-Arizona Network and it produced more CASH SALES per dollar spent than any station used in the nineteen major markets! That's results!

1000 WATTS DAY & NIGHT

KOY

PHOENIX

CBS Affiliate

Burridge D. Butler - - Chairman
Fred Palmer - - - - Manager

Represented by JOHN BLAIR & COMPANY

New York, Chicago, Detroit
Los Angeles, San Francisco

XUM

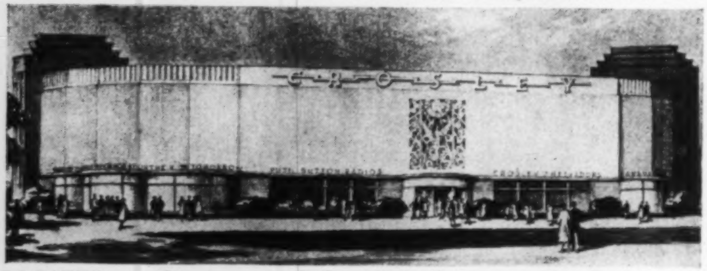
Television Motif Marks New York Fair

Latest Devices of Radio Industry On Display

By BRUCE ROBERTSON

TO BROADCASTERS and public alike the New York World's Fair will probably be remembered as the "Television Fair", for the exposition's opening on April 30 also marked the advent of this country's first regular schedule of high-definition television broadcasts. And, to all but the handful of New Yorkers who own sight receivers, the Fair affords the first chance for "looking in" on these telecasts.

Most elaborate television exhibit is that of RCA, a seven-sectioned display of the theory and practice of visual broadcasting housed in the company's "radio tube" building. Chief section is the Hall of Television, which is equipped with 13 stock model receivers and a special laboratory model projection type receiver which throws images on a screen 6x10 feet in size, permitting visitors to compare reception on the sets now available for home use with the screen-style reception now being developed in the laboratory. Immediately adjoining the Hall is the film-scanning studio, which is also adapted for reception and transmission of programs from NBC's telemobile unit.


LOCATED on the Avenue of Communications near the Trylon and Perisphere is the Crosley Corp.'s $100,000 building at the New York World's Fair. The entire gamut of Crosley products will be exhibited in the edifice—radios, the new Reado facsimile printer, radio-phonographs, Shelvador refrigerators, washers, ironers, gas and electric ranges, and bottle and bed coolers. In addition to the facsimile equipment exhibit, a facsimile transmitting unit will operate in the building. The modernistic structure was designed by Sundberg & Ferar, Detroit, in collaboration with Holland & White, New York architects.

Technical Displays

Near the entrance to the Hall is the Television Laboratory, where RCA technicians display and demonstrate oscillographs, tube-evacuating machinery, "bread-board" sets and other paraphernalia, and directly opposite the Laboratory is an exhibit of a regular RCA television camera, a transmitter and a 12-foot model of the antenna atop the Empire State Bldg., showing just how the images are picked up and broadcast. At the front of the building a stock model television receiver in a glass cabinet exposes the complete receiving mechanism and across the room is a "flask" receiver, used in the laboratory because it permits viewing in very bright light. Television is also a feature of the Living Room of Tomorrow, where a combination receiver provides for enjoyment of broadcast images or sound or of recorded music.

An important part of RCA's television exhibit is the RCA-NBC telemobile unit, stationed alongside the exhibit building except when it is picking up some special news event from another part of the grounds. Visitors will be televised by the unit in a series of video "vox pop" programs, which will be seen and heard on the receivers inside the Hall of Television.

Television will also be demonstrated in the General Electric Bldg., easily located by its outer covering of gleaming copper and by the 125-foot-high stainless steel "lightning bolt" rising from the fountain in the building's court. A small television studio is set up in one section of the main exhibit area, where engineers will televise visitors, whose friends may watch them on the screens of G-E receivers in an adjacent exhibit. Visitors may also be televised at the Westinghouse Bldg., going through their paces in a glassed-in studio, their images and voices being picked up by nearby receivers. Television receivers are also installed in the executive lounge of the Ford Bldg., to pick up whatever telecasts may be on the air for the entertainment of guests.

Facsimile Exhibits

Another type of broadcast picture-transmission that will be a novelty for most visitors, although it has been experimentally transmitted by a score of stations during the past year, is facsimile, which is receiving its first large-scale demonstration at the Fair. In the Crosley Bldg. visitors can watch pictures and printed matter transmitted and received in a display of Crosley *Reado* printers, first facsimile sets to be placed on the retail market for sale to individuals. The *Reado* was designed by the Finch Telecommunication Laboratories, which also operates an experimental facsimile transmitter in New York City.

The RCA system of facsimile is demonstrated in this company's building in an exhibit called "The Newspaper of Tomorrow". Here a news editor and a makeup editor will work at a regular newspaper copy desk; operators will compose newspaper pages on a varityper set-up; a facsimile scanner and transmitter will view these pages and they will finally be reproduced on a pair of home-type recorders. In addition to the usual news tickers the "Newspaper of Tomorrow" editor has at hand a television receiver equipped with a special photographic device so that as distant scenes appear on the screen of the receiver any part desired may be photographed and made available for immediate reproduction.

RCA's other exhibits include sound broadcasting, education, international communications and marine communications. The last is a 53-foot motor yacht floating in a basin at the rear of the building. Here is displayed a ship-to-shore telephone set which permits reception of both American and foreign broadcasts as well as voice contact with shore stations and other ships and a radio compass. A 250-fot antenna tower on the exhibit grounds is used to transmit programs picked up at the Fair to NBC's regular New York transmitters for rebroadcasting.

Electric Writing

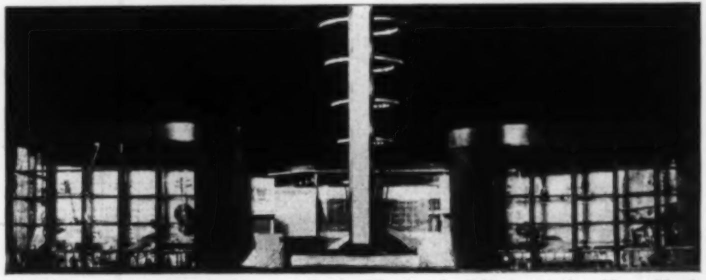
An exhibit closely allied to facsimile is the Radiotype, on display by the International Business Machine Corp. in the Business System & Insurance Bldg. This electric writing machine, which was invented by Walter S. Lemmon, division manager of IBM, transmits written material from point to point by shortwave radio.

The Fair's own most spectacular contribution to sound reproduction is its use of the outer surface of the 200-foot Perisphere as a giant loudspeaker horn. An acoustical pit beneath the building, 12 feet deep and 22 feet across, contains 24 100-watt low-frequency horns and 12 25-watt high-frequency horns. The high-frequency horns face directly outwards, emitting waves at a tangent to the sphere's curve. The low-frequency horns face downward, their sound being deflected up again from the bottom of the pit. The mingled sound, issuing between the curve of the building and the flat surface of the surrounding pool, produces an illusion of sound coming from space with no apparent source.

Source of the Perisphere music, as well as of all background music and announcements produced by the 16 loudspeakers on the grounds, is the Public Address Center in the Communications Bldg., comprising four studios and a master control room. There is one large studio, used for orchestras, a speaker's studio and two "nemo" studios for transmitting recordings and programs picked up from the radio or remote points. These studios will be used only for programs on the grounds and not for broadcasts. To avoid labor disputes between the electrical unions whose members are employed at the Fair and the technicians of the broadcasting companies, the Fair has ruled that it will supply no facilities to broadcasters, but that each station or network will handle programs from the grounds in the same manner as they would any remote pickup from other points.

The Crosley Corp., owner of WLW and WSAI, Cincinnati, has included a large studio in its own building at the Fair, from which it will feed programs directly to the WLW transmitters and to the NBC and Mutual networks with which it is affiliated. WNYC, New York's municipally-owned station, also is maintaining studios on the grounds, in the Municipal Bldg. All national networks as well as 14 New York stations and the British and Canadian Broadcasting Systems have offices in Radio Center, located on Constitution Mall just below the Lagoon of Nations. Here also are the offices of the

HALL OF Communications at the New York World's Fair, which houses the studios and equipment for transmitting music and announcements via the public address system to all parts of the grounds.


MODEL of the Westinghouse E. & M. Co. building at the New York World's Fair, whose two wings are 55 feet high and provide a floor area of 4,500 square feet. Fountain in the court is 115 feet high.

Fair's radio director, Dr. John S. Young, and his staff.

In addition to Dr. Young, the World's Fair radio staff includes John L. Clark and Robert S. Wood, program supervisors; Walter R. Brown, engineering supervisor; William Card, traffic director; Dana Merriman and Tom Neely, in charge of music copyrights; Miss Frederica Millet, director of women's programs; F. A. Long, production director; Anthony Marvin, announcer.

Source of Broadcasts

While the Fair will be the source of almost daily broadcasts by all national networks and many individual stations, and while it is expected that many of the exhibitors at the exposition who are also radio advertisers will originate one or more of their regular programs from the grounds, few definite plans have yet been made. Westinghouse Electric & Mfg. Co. has started a Sunday evening series on NBC-Blue, *Letters Home From the Fair*, in which Ray Perkins interviews visitors at the Westinghouse Bldg. Scholl Mfg. Co is advertising its foot remedies with a *World's Fair News* program broadcast five days a week on WMCA, New York. These are the only commercial programs tied in with the Fair as this is written.

On the sustaining side, all networks and some New York stations carried descriptions of the opening day ceremonies and similar coverage will probably be given all other major events at the exposition, with happenings of lesser magnitude being carried by individual networks and stations. Some sustaining series are already planned. MBS has shifted its *Welcome Neighbor* series to the Fair grounds and each Wednesday evening Dave Driscoll and Jerry Danzig describe the sights and interview celebrities there for the edification of listeners across the land. Mutual has also moved the Tuesday broadcast of its *Radio Garden Club* to the Fair's Gardens on Parade Bldg.

Foreign Day Pickups

NBC will broadcast a portion of the ceremonies of each country's "day" at the fair, a total of 54 programs, each of which will also be shortwaved to the homeland saluted. Among New York stations WNYC is carrying many special features in connection with the exposition, including *Your Home Town Newspaper*, highlights of news from other cities, and *Review of the Fair Today*, the two features broadcast each weekday 6 - 6:30 p.m. WMCA also has elaborate plans for Fair broadcasts, especially for May 26, which has been designated as "WMCA Day." WBNX opens each broadcast day by playing the Fair theme song, Gershwin's "Dawn of a New Day," and is also broadcasting a *Hands Across the Seas* series saluting foreign nations participating in the Fair. WINS has scheduled a series to be broadcast from the Southern Rhodesia exhibit.

DAVID SARNOFF delivers the dedicatory address of the RCA Building at the Fair. His words are picked up by the microphones, heard in homes across the country. His image is captured by the television camera, seen by scores of onlookers seated before television receivers in Radio City, eight miles away. Handling the pickup are NBC's Richard Pickard, at the camera, Thomas Riley, at the right, while Sid Desfor of the network's photo staff (kneeling in the center background) prepares to make an angle shot of the dedicatory ceremonies. At right is image as seen on the Kinescope receivers.

Amateurs Have Display At New York World Fair

THE 51,000 United States radio amateurs are represented at the New York World's Fair with a radio "shack" in the Communications Bldg., where hundreds of "hams" will cooperate in operating a high-powered, fully equipped amateur station with 14 transmitters, from which visitors may have messages sent to any part of the world without charge. Functioning as the World's Fair Radio Club, an organization created jointly by the American Amateur Relay League, American Institute of Science and the Fair itself, the amateurs will also demonstrate their work in time of emergency, when floods or hurricanes have cut their communities off from the normal means of communication with the rest of the world. The Club has also constructed a display in the Westinghouse Bldg., containing 6,400 flashing lights in various colors which wink on and off as various stages of the transmitter are actuated by the voice of a visitor, who is thus enabled to watch the complete operation of a radio transmitter.

Televise *March* Films

BECAUSE the *March of Time* films proved to be the most popular movie features telecast by NBC in its experimental transmissions during the past year, the network has arranged with the film's producers to use back releases of the feature during its daytime telecasts this summer and special *March of Time* releases during its regular evening transmissions. A carefully compiled news feature with running interpretative commentary, the film has the continuity desired in television, and the *March of Time* ordinarily has many of the close-ups and intermediate shots that televise best over an all-electronic system, NBC explains.

KWLK, Longview, Wash., on April 25 joined the Pacific Northwest segment of the Don Lee-Mutual network.

Telecast Schedule Is Drawn by NBC

Tentative Program Provides 25 Broadcast Hours Weekly

FOLLOWING the 3½-hour telecast of the inaugural ceremonies of the New York World's Fair with which NBC on April 30 started its regular television service, the network has announced a tentative schedule of approximately 25 hours a week of video broadcasts.

Two full-hour programs from the NBC studios will be broadcast weekly, from 8 to 9 p. m. Wednesdays and Fridays. Outdoor pickups of scheduled news events, largely from the Fair grounds, will be made by NBC's mobile television unit on Wednesday, Thursday and Friday afternoons, with at least one of these being broadcast each week.

The rest of the proposed schedule will consist of film programs, broadcast from 11 a. m. to 4 p. m. on Monday, Tuesday and Thursday of each week. Wednesdays and Fridays the film transmissions will start at 4 p. m. and continue until the beginning of the studio programs.

Primary purpose of the visual broadcasts will be to provide pictorial material for demonstration on the numerous receivers to be exhibited at the Fair and also by retail dealers, according to Thomas H. Hutchinson, manager of NBC's television program division. He stressed the fact that while the film transmissions may be picked up by television set-owners within the metropolitan area, they are intended chiefly for the trade and will be repetitious. Only the two hours of studio programs and the outdoor programs, he said, can be taken as examples of the kind of program service NBC is planning as a regular fare for its television audience.

Broadcasts will emanate from W2XBS, operating on a picture frequency of 45.25 mc. and a sound frequency of 49.75 mc. Station's service area is approximately 55 miles in all directions.

New York Display Dedicated by RCA

Fair Ceremony Is Televised; New Video Sets Exhibited

THE ADVENT of television coincident with the opening of the New York World's Fair was the theme of the dedication of the RCA Bldg. at the exposition, on April 20, on which date the first RCA television receivers were also displayed to dealers in the New York area. Appropriately enough, the dedication ceremonies were televised as well as broadcast, and a group of more than 100 newspaper and magazine writers in Radio City, eight miles from the Fair grounds, saw as well as heard David Sarnoff, RCA president, when he said:

"And now we add radio sight to sound. It is with a feeling of humbleness that I come to this moment of announcing the birth in this country of a new art so important in its implications that it is bound to affect all society. It is an art which shines like a torch of hope in a troubled world. It is a creative force which we must learn to utilize for the benefit of all mankind."

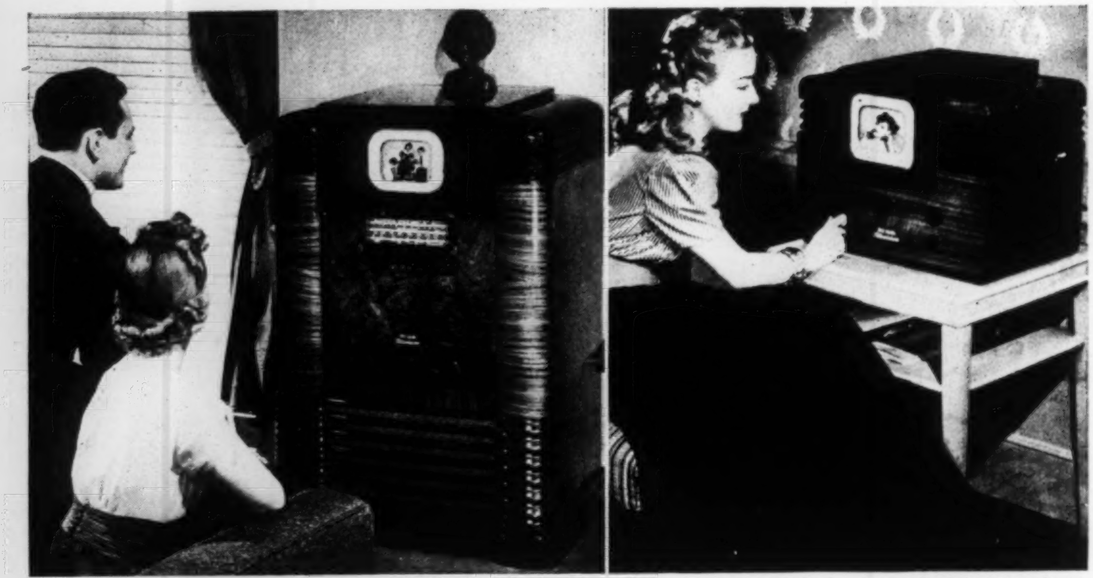
No Interference

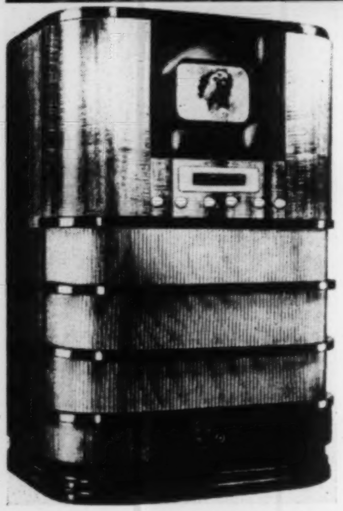
Although this was the first time that pictures relayed from NBC's mobile television unit had been rebroadcast by the Empire State Tower transmitter, there were no signs of interference between the relay channel and the regular frequency.

Also televised during the ceremonies were Lenox R. Lohr, NBC president, who introduced Mr. Sarnoff; Maj. Gen. James G. Harbord, chairman of the board of RCA; E. J. Nally, RCA's first president; Maj. Gladstone Murray, director of radio in Canada; Neville Miller, president of the NAB; Edwin S. Friendly, business manager of the *New York Sun*, and Dr. Vladimir K. Zworykin, inventor of the iconoscope, television's electric eye. Following the ceremonies, the audience witnessed the first sports event ever televised in America, a boxing match between Jack Pembridge, Golden Glove champion, and Pat Dunne, Police Athletic League star, refereed by Max Baer, former heavyweight champion.

The four television receiver models range from a set that reproduces pictures only and can be connected to any AC operated radio for sound, showing images 3⅜ inches by 4⅜ inches, to a large console combination sight and sound receiver, producing pictures 7⅜ by 9¾ inches. The two intermediate models are console type, with 5-inch and 9-inch viewing tubes, respectively, and like the attachment set are direct viewing. The largest model is of the mirror image type. Prices range from about $175 for largest console model. [See page 22].

TELEVISING fingerprints as a police aid in rounding up criminals was successfully tested April 18 on the Don Lee Broadcasting System, Los Angeles television transmitter W6XAO. Experiment was conducted by Harry R. Lubcke, Don Lee television director. Fingerprints were flashed from the downtown Los Angeles studios and picked up by Long Beach, Cal. police, 30 miles away.





TYPICAL of the line of 20 or more cathode ray television receivers being produced by about a dozen companies as transmission service is started this month in New York, are these models. Upper left is an RCA console model with 9-inch Kinescope reproducing images 5½ x 7¼ inches, which will sell for $450. It includes a 12-tube all-wave radio chassis. Upper right is the $199.50 RCA table model attachment, with 5-inch Kinescope providing 3 3/8 x 4 3/8 inch pictures; this plugs into any 1938-39 RCA radio for accompanying sound. Lower left is one of the General Electric line of four video receivers, whose price ranges have been tentatively fixed at $250 to $1,000; this set uses a 9-inch picture tube. Besides RCA and GE, these manufacturers have announced lines of one or more television sets: Westinghouse, Philco, Stewart-Warner, American Television Corp., Andrea, Meissner Mfg. (kits), DuMont Laboratories, Stromberg-Carlson, Pilot, Garod. Zenith has reiterated that "Zenith is ready—but television is not."

Full Television Facilities Projected by Paramount

EVERY modern device for the production of television pictures will be included in the new $12,000,000 Paramount Pictures plant soon to be erected in Los Angeles. Barney Balaban, president, has announced plans for the new studios, to be located on a 150-acre tract to be known as Paramount City. Plans include 26 sound stages, each to be equipped for television in interoffice communication.

Paramount has long been interested in television and reports were circulated recently that the studio will erect a television transmitter in Hollywood this year. Although this was neither affirmed nor denied, the firm recently announced plans to "cash in" on the public's interest in television by merchandising its products through televised trailers, utilizing the new DuMont station at Passaic, N. J. and other transmitters. Paramount is financially interested in the DuMont Laboratories. It is generally believed in Hollywood that with the new plant announced, Paramount will shortly make application to the FCC for a permit to erect an experimental transmitter of its own.

DODGE BROS., division of Chrysler Corp., Detroit, on April 17 started a two-week campaign to promote the new Dodge motor cars, using daily station-break announcements on 60 stations throughout the country. Ruthrauff & Ryan, New York, placed the account.

CBS to Ask Criticism Of Public on Television

CRITICISM and advice of its television audience, beginning with its first broadcasts now tentatively scheduled to start from the Chrysler Bldg. transmitter some time in June, will be solicited by CBS, borrowing a chapter from television program experience of the British Broadcasting Corp. Gilbert Seldes, director of CBS television programs, now in London studying BBC methods, during an early program plans to take a seat beside a telephone in front of the cameras in the studios in Grand Central Station, and invite those viewing the program to telephone him their criticisms and suggestons regarding the program they have just viewed. The audience itself will hear the telephone ring, see Mr. Seldes answer it, and then see and hear him as he answers questions and replies to suggestions of members of the audience. Gerald Cock, BBC's director of television, who originated the idea, found that it met with wide acclaim when he used it in Great Britain. He states that BBC received a large number of constructive criticisms as a result of the policy, and accordingly has been able to advance its program technique faster than would otherwise have been possible.

Film Industry Girds for Television

Movies, Video, Radio Cooperation Seen by SMPE

By DAVID GLICKMAN

THE FILM industry will not be caught napping by the advent of television as it was with the appearance of talkies. This was revealed at the April 21 television session which closed the five-day convention of the Society of Motion Picture Engineers in Hollywood. An "automatic liaison" between the film industry and television was seen.

Discussion was lacking in spectacular predictions and the bond between the two entertainment fields seemingly was drawn closer together when technical leaders submitted their briefs.

Sarnoff's Views

Prediction was made that theatre screen shows will be augmented by the new medium. The forecast, together with a declaration of mutual interest in the movies, radio and television, was made by David Sarnoff, president of Radio Corporation of America, in a radiogram to E. Allen Williford, president of SMPE.

"The future will probably see the present entertainment offered by motion picture theatres augmented by special television services that will bring current events to the theatre screen," Mr. Sarnoff declared. He informed the SMPE he feels "very earnestly that the industry of radio and television and the industry of motion pictures and theatres can be helpful to each other and thereby to the public both industries seek to serve, if they will study the problems involved and cooperate in this new development as far as may be practical and reasonable."

He cited "recent progress and developments in television, including the steps taken here and abroad to institute regular broadcasting service for home receivers and to carry experimentation into various fields of use, have focused attention of all interested executives and engineers as well as the general public, upon this new art."

"In due time", Mr. Sarnoff predicted, "the foremost progressive theatre operators will wish to step forward with installations of projection apparatus, as soon as services become available which may be expected to enhance the value of the entertainment which the motion picture industry will continue to provide . . . RCA will continue to pioneer in the development of television, and we confidently look forward to the evolution of a new and fascinating art, and an industry furnishing new employment to both capital and labor."

Outlining scope and organization of the SMPE television committee, Dr. Alfred N. Goldsmith, its chairman and past president of the Society, in a report, revealed that the committee would "endeavor to collect, formulate, clarify, and disseminate useful information to the motion picture industry as to television film and pictorial requirements; and to the radio television groups as to motion picture capabilities and availability."

"It is hoped", Dr. Goldsmith's report stated, "to avoid conflicting standards or practices in the two arts. The membership of the committee includes prominent members of both industries so that an automatic liaison will exist. The first aim will be to collect existing information. The second, to guard against misunderstanding, misstatements, unnecessary conflicts of aims or opinions, and to obviate or reconcile these whenever possible. The third purpose is to act as one guiding agency in directing technical activities common to the two industries, and furthering interchange of mutually helpful data."

Committees at Work

Dr. Goldsmith's report revealed that a subcommittee on production and technique had been established under chairmanship of O. B. Hanson, NBC New York chief engineer, and that another, on film properties and laboratory practices, was headed by O. Sandvik of Eastman Kodak Co. The subcommittees will devote themselves to establishing a glossary of terms and nomenclature; to prepare a list of

(*Continued on Page 45*)

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PORTLAND BUSINESS INDICES
1939 COMPARED WITH 1938

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Bank Debits	6.05+	Gas Manufactured Sales	14.0 +
Postal Receipts	8.0 +	Newspaper Advertising Lineage	6.3 +
Money Orders Paid	0.9 +	Livestock Receipts	6.9 +
Building Permits	20.5 +	Lumber Production	
Customs Collections	27.9 +	Fir Region	6.0 +
Express Shipments	2.54+	Pine Region	6.5 +

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Watch your Sales go UP and UP with advertising on

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THE JOURNAL

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• World Broadcasting System

FCC Video Group Acts Slowly As Tough Problems Are Faced

Follows Tour of Plants With Informal Meetings; Jurisdictional Question Must Be Answered

ADOPTING the theme that it should "make haste slowly", the FCC Television Committee proposes to move cautiously before deciding on its recommendations to the full Commission on regulatory steps to govern the introduction of the visual art.

Before it considers proposals of the Radio Manufacturers Association for adoption of television standards pertaining to the operation of transmitters and receivers, the Committee plans to discuss the subject with other manufacturers and experimenters. These conversations will supplement its personal tour of laboratories in the Philadelphia and New York areas during the week of April 10.

The committee, it was announced April 26, will confer in Washington May 2-3 with representatives of Majestic, Zenith, Crosley and Wald. Don Lee representatives will meet with the Committee May 9, under present plans.

Within a month following these conferences the committee hopes to submit its report to the full Commission—probably one of a factual nature. It will then determine whether to recommend to the FCC that a general open hearing on television be called in Washington or whether it should proceed on the basis of the data informally procured by conference.

Rapid Strides Noted

The Committee, which comprises Commissioners T. A. M. Craven, chairman, Thad H. Brown and Norman S. Case, returned from the Eastern trip impressed with the strides made by the visual art during the last year. But there appeared to be no disposition to fix standards, not only because of conflicts in the views of the experimenters but also because of some question as to its jurisdiction.

One school of thought, it is understood, was that the rule of *caveat emptor* should prevail—and that the purchasers of television receivers should do so at their own risk, fully realizing that the medium is still experimental. The idea behind fixing of standards for television was that by establishing such standards for a specified period of time, the public investment in receivers would not be jeopardized by swift obsolescence.

Some impression was made on the Committee by spokesmen for leading companies in the field who held they were entitled to realize some return on the millions already invested in television experimentation. Setting up of arbitrary standards, which might swiftly be outmoded, they contended, could only retard the development of the art, according to this school of thought.

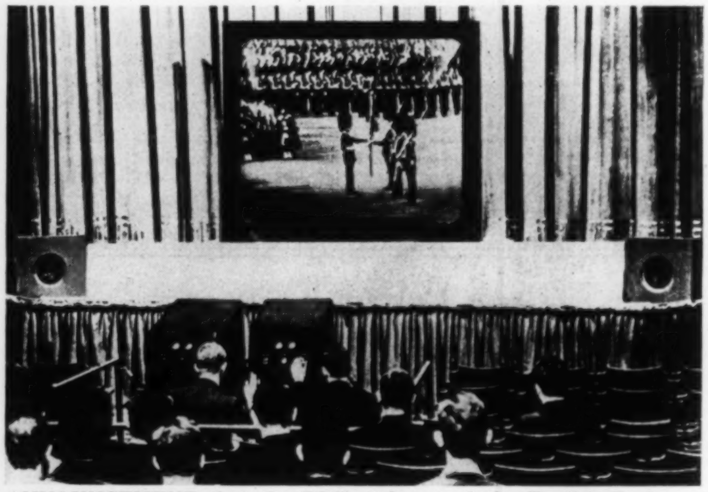
While most of the manufacturers talked in terms of 441-line scanning, DuMont Laboratories claims a 661-line picture, with a type of receiver that can be synchronized to pick up any mode of transmission by manual tuning. This claim, plus other potential developments, it is understood, caused the committee to decide upon caution.

Economic as well as technical phases of television development were covered by the Committee. Commissioners Paul A. Walker and George H. Payne joined the regular Committee members over the April 13 weekend in New York, for part of the conversations.

While particular stress was laid upon television programs at the World's Fair in New York, this is regarded by the Committee as a developmental step but not necessarily one which means the formal introduction of television. Estimates have been made that perhaps 100,000 television sets will be sold during the balance of this year in the New York area. On the other hand, the more conservative manufacturers feel that possibly only some 25,000 sets will be sold.

Allocation Difficulty

The allocation problem is particularly complicated because there are only seven channels of 6,000 kc. each in the ultra-high frequency band set aside for visual radio which are of a usable nature at present. These channels, it is thought, can be duplicated at 300-mile intervals. On that basis, geographical plus frequency limitations make it appear likely there can be only two stations in the largest cities and perhaps only one in intermediate cities in the East and, in fact, on a national basis. Power in terms of 100,000 watts is being talked, with an estimated 100-mile primary service area per station.



ANNOUNCEMENT that the BBC's telecast of the English Derby on May 24 will be received via the Baird large screen system in Gaumont British theatres in London has brought a rush of advance reservations, according to Isidore Ostrer, G-B chairman, who says additional theatres are being equipped with these receivers. A typical installation is shown above. The telecast of the Farr-Burman fight on April 13 was shown on Baird equipment in 12 London theatres and several in Wales. I. C. Javal, commercial director of Baird Television Ltd., and engineers were to arrive in New York on the *Aquitania* April 28, bringing television receivers for both home and theatre reception to be installed in Gaumont British Picture Corp. of America's New York offices.

Totally aside from the advisability of adopting standards and fixing a minimum span, suggested as five years during which there would be no charges, serious question has arisen as to the Commission's authority.

In connection with its conversations, the FCC Committee also took into account possible use of frequency modulation as opposed to amplitude modulation for television. The Committee is regarded as having an open mind though it is looking toward future development of ultra-high frequencies above 150,000 kc. in that connection. Very little technically is known about the characteristics of these higher frequencies.

Network Television

Because of the program cost factor in television, which will be immeasurably higher than aural broadcasting, the view is prevalent that network television is virtually a necessity from the start. Experiments with coaxial cables, capable of carrying the visual frequencies have proved successful, though the cost of setting up a nationwide network by coaxial cable is regarded as prohibitive. Laboratories, however, report encouraging progress in the use of ultra-high frequencies for visual relays in lieu of coaxial cables. Experiments are being concentrated in that sphere.

The Committee's work is divided into two general categories—one, the question raised by approval of standards and the second the disposition of three pending applications which propose "service experiments" on testing of public reaction to television rather than the technical experimentation required under existing regulations. The pending applications are those of WTMJ, Milwaukee, Don Lee and Crosley. Existing regulations prescribe that television experimenters in order to justify their licenses, must contribute to the technical advancement of the art. These new applications, encouraged by the FCC, would provide for testing of local reaction to television transmissions and for development of programming.

The Committee was accompanied on its trip by George B. Porter, assistant general counsel for broadcasting, and William H. Bauer, attorney. Chief Engineer E. K. Jett, General Counsel William J. Dempsey, Assistant Chief Engineer Andrew D. Ring and Dr. L. P. Wheeler, chief of the Technical Information Section, joined the Committee during portions of the inspection.

Upon its return from its Eastern trip, the Committee made a public statement regarding its conferences and the nature of the problem before it. It said:

> The Commission has hitherto kept abreast of the development of television but until recently has not found it necessary to take any action tending to affect the details of the technical development of the art. However, by reason of the action of the Radio Manufacturers Association in proposing that the Commission approve certain technical standards pertaining to the operation of radio television transmitters which may be licensed by the Commission in the future, it has been necessary for the Commission to secure additional information in order to be fully assured that the interest of the public is safeguarded. The Television Committee was appointed by the Commission to make such an investigation and report.
>
> The Committee has deemed its duty to be, in accordance with the continuing policy of the Commission, to encourage American inventive genius and private enterprise to further its remarkable efforts toward the accomplishment of the necessary improvements in the technical quality of television, and at the same time to consider the interest of the public. The Committee hopes that private enterprise and inventive genius may be able to develop a practical system of television which will permit the early inauguration of this service to the public, but which, at the same time, will permit considerable future improvements in quality without too rapid an obsolescence of receivers which may be purchased by the public.
>
> As a result of the trip to Philadelphia and New York, the Television Committee has secured a better knowledge and understanding of the many complex problems involved in television and the Committee considers that its policy of cooperative discussion of mutual problems with the various individuals and organizations concerned in the industry has been beneficial.
>
> The Committee is of the opinion that undoubtedly the technical development of television has progressed remarkably during the past year, and that all concerned in its development are now at a fork in the road with respect to the next phase of providing television as a practical service to the public. The Committee ascertained that there are two divergent schools of thought as to which method should be followed at this particular stage of development in initiating television as a service to the public. One group asserts the view that from a technical standpoint as represented by the standards proposed by the Radio Manufacturers Association, television is now ready for public participation through the purchase of receivers. Another group maintains the view that the proposed standards are not sufficiently flexible to permit certain future technical improvements without unduly jeopardizing the initial investment of the public in receivers.
>
> The Committee intends to proceed forthwith to secure additional pertinent information concerning all of the aspects of this question from other television leaders in other sections of the country. It may be necessary, in the judgment of the Committee, to hold public hearings before submitting its final report to the Commission.
>
> The Committee visited and conferred with the Farnsworth Television Co. and the Philadelphia Storage Battery Co. in Philadelphia. In New York the Committee conferred with representatives and inspected the developments of the National Television Corp. and conferred with representatives of the International Television Radio Corp., as well as with Major Armstrong, an inventor. In addition, in New York the Committee conferred with representatives of the General Electric Co., witnessed demonstrations and conferred with officials of the Radio Corp. of America, the Bell Telephone Laboratories, the Columbia Broadcasting System and the DuMont Laboratories.

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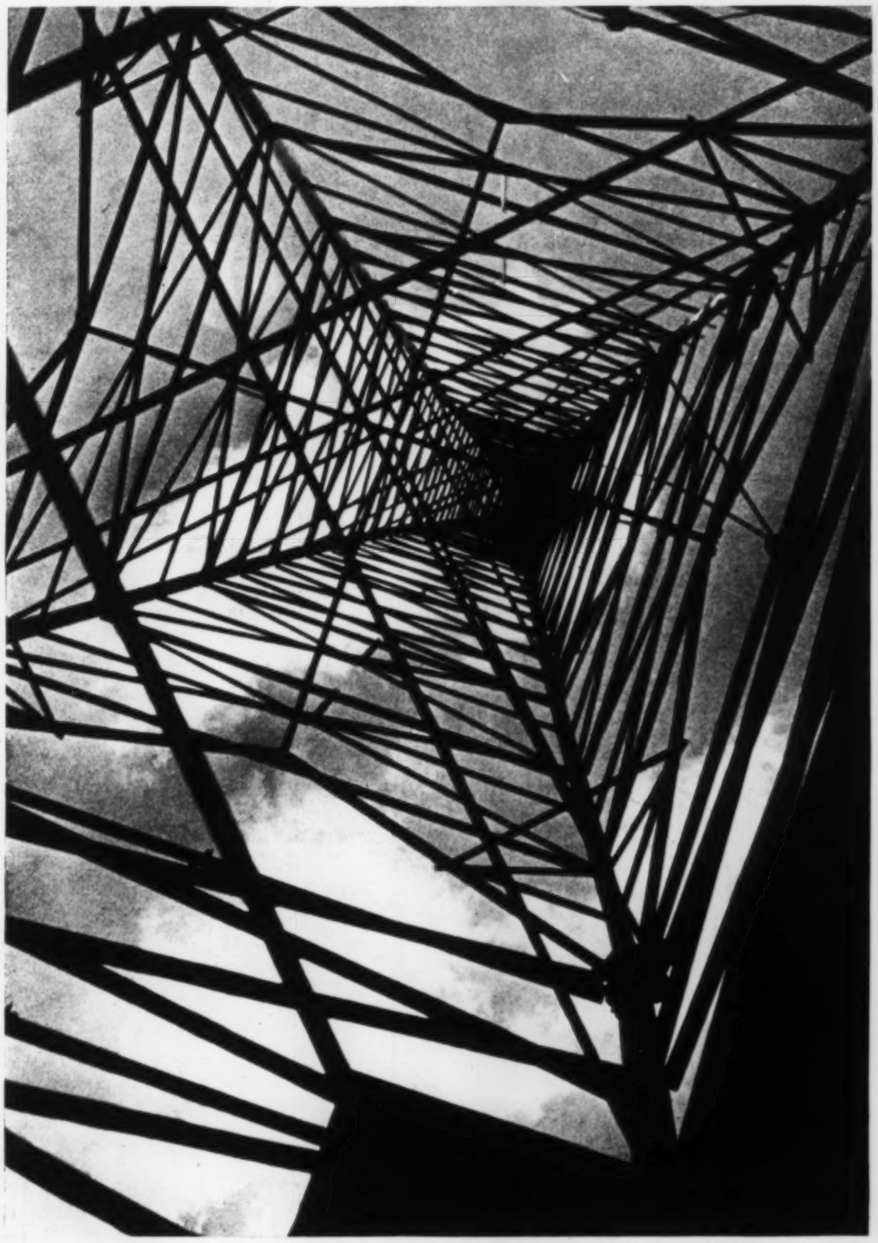

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BLAW-KNOX VERTICAL RADIATORS

Britain Assumes Control of Radio

BBC Operates on War Status Under Government Ruling

OPERATED like a private business under a royal charter similar to that of the Bank of England, the government-owned British Broadcasting Corp., Great Britain's broadcasting monopoly, will come under the direct control of the Government on June 7, according to reports from London. War threats and the necessity of closer supervision of news broadcasts in the national interest were given as the reasons for the move.

Like the "war and emergency" section of the Communications Act of 1934, which authorizes the President to commandeer or shut down any or all radio stations in time of national crisis, the royal charter authorizes the Government to take over the BBC "if and whenever in the opinion of the Postmaster General an emergency shall have arisen in which it is expedient for the public service that His Majesty's Government shall have control over the transmission of messages."

War Precautions

Since the British Postoffice Department already operates the 16 intermediate wave, the one longwave and the many shortwave transmitters for the BBC, it is not likely that the British public will notice any great change in its status. It is expected the seven governors of the BBC will be retained, all being crown appointees, and, while the reports are vague, it is not likely that many executive or staff changes will be made. Nor was it made clear whether a military or civilian censorship would be imposed on the news broadcasts, which will undoubtedly be amplified with recruiting appeals, instructions to the populace, etc.

In case of war, the BBC is prepared to carry on as usual, operating if necessary from underground bombproof and gasproof studios which have been built under Broadcasting House in Portland Place, London. According to the Postmaster General, speaking recently in Parliament, even the bombing of radio stations in the British Isles will not destroy the broadcasting system for it is planned to use microwaves if necessary to connect programs to telephone switchboards and thence via "wired radio" lines into all places having telephones. Instructions will be given the public how to plug in their radios to the telephone lines.

Met. Returns to Air

METROPOLITAN Life Insurance Co., New York, on April 18 started Edwin C. Hill's *Human Side of the News* program on WNEW, New York, Mondays through Fridays, 7-7:15 p. m. Besides Mr. Hill's news commentaries, the program includes dramatized case histories from the files of the insurance company. This 13-week program is the first of a group of broadcasts to be sponsored by the company on stations in the New York area. Young & Rubicam, New York, handles the account. The firm for many years sponsored early morning calisthenics programs on NBC.

CBS-U.S. Immigrants Program Is Cited As Women's Radio Group Makes Awards

CHOOSING for the second consecutive year a program serving democratic ideals, the Women's National Radio Committee gave its annual award to *Immigrants All—Americans All*, sustaining series broadcast weekly on CBS in cooperation with the U. S. Office of Education. Mrs. Ruth Haller Ottaway, vice-chairman of the WNRC, presented the gold microphone symbolizing the award to Sterling Fisher, CBS director of talks and education, at the fifth annual luncheon of the women's group at the St. Regis Hotel, New York, on April 19.

Quiz Programs Catch

The program, which the WNRC called "the most original and informative program introduced on the airways between April 1, 1938, and March 31, 1939," is a dramatic presentation of the contributions made by all races in building the America of today designed to combat racial and religious intolerance. The scripts are written by Gilbert Seldes, CBS director of television programs, from material collected by the U. S. Office of Education under the WPA-supported Federal Radio Education Project. Programs are produced by Earl McGill of the network's production staff with casts of WPA actors augmented by CBS talent. Series will reach the end of its planned 26 weeks May 7, with another government-sponsored series, *The Republic in Action*, as its probable successor in the 2-2:30 Sunday afternoon spot.

Last year's award winner, *America's Town Meeting of the Air*, NBC sustaining series, was again commended for its fidelity to the precepts of democracy. The survey committee, which included Miss Josette Frank, Mrs. William H. Corwith and Mrs. Jesse M. Bader, reported a growing enthusiasm for this type of program in votes received from all parts of the country.

The quiz program was a new kind of radio entertainment to reach a high mark of popularity, they found, and there was also an enthusiastic reaction to the unique series of salutes to the World's Fair from foreign countries, for which the committee voted special congratulations to Dr. John S. Young, the Fair's director of radio, for arranging the series.

Radio and Peace

Mme. Yolanda Mero-Irion, WNRC president, announced the formation of a new organization, Radio Listeners, which, she said, will include women not affiliated with other organizations as well as male listeners, so reaction of the general public to its radio fare may be accurately determined. There are no dues, she said, but members will be asked to cooperate with the WNRC in evaluating programs, sending in critical reports of the programs to which they listen regularly as well as of special programs called to their attention by the organization. This group, she predicted, shortly will be able to give advertisers a far more accurate gauge of public opinion than any of the surveys currently being conducted.

Opening the discussion of "Radio as a Medium for the Promotion of Goodwill," David Sarnoff, president of RCA, stressed international radio's part in the preservation of peace by placing "the actions and words—the very voices and personalties—of rulers immediately before the bar of public opinion. There is no ruler so powerful that he can afford to disregard the voice of this opinion, which in these days is the voice of the radio listeners of the world."

CONGRATULATIONS from W. B. Lewis, CBS vice-president in charge of broadcasts, to Sterling Fisher (left), director of talks and education, for the direction of *Americans All—Immigrants All*, to which the Women's National Radio Committee awarded its gold microphone (center).

Women's National Radio Committee Citations, 1939

Most Original and Informative Program: Americans All—Immigrants All (CBS sustaining, presented in cooperation with the U. S. Office of Education).

Programs Furthering Democracy: America's Town Meeting of the Air (NBC); People's Platform (CBS); American Forum of the Air (MBS); Foundations of Democracy (CBS); Frontiers of Democracy (CBS). All sustaining.

Adult Education: The World Is Yours (NBC); What Price America (CBS); Americans at Work (CBS). All sustaining.

Quiz Program: Information Please (sponsored by Canada Dry Ginger Ale on NBC).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Standard Oil broadcasts of West Coast Symphony Orchestras (NBC). Sustaining: New York Philharmonic (CBS); NBC Symphony (NBC); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

Light Music: Firestone Symphony (NBC); Cities Service Concerts (NBC); American Album of Familiar Music (Bayer aspirin, (NBC).

Dramatic Programs: Campbell Playhouse (CBS); Lux Radio Theatre (CBS); Woodbury Playhouse (NBC); Great Plays (NBC sustaining).

Serials: One Man's Family (Tenderleaf Tea, NBC).

Variety Shows: Good News of 1939 (Maxwell House Coffee, NBC); Chase & Sanborn Hour (NBC).

Children's Programs: Entertainment: Let's Pretend (CBS sustaining); Irene Wicker's Musical Plays (NBC sustaining). Educational: Walter Damrosch's Music Appreciation Hour (NBC sustaining); American School of the Air (CBS sustaining).

News Commentators: H. V. Kaltenborn (CBS); Paul Sullivan (WLW, WHAS).

Unique Program: Salute of Nations to World's Fair (NBC, CBS, MBS sustaining).

Frank E. Mason, NBC vice-president and director of its international division, discussed the present status of shortwave broadcasting from the United States to other parts of the world. More than 15,000 special programs, not heard in America, but produced and broadcast especially for listeners abroad, chiefly in the languages of the countries at which the programs are directed, are sent out each year, he stated. Service from this country to South America in Spanish and Portuguese totals more hours a day than the combined similar broadcasts from Germany, Italy, France, England and Japan, he declared.

Kaltenborn Asks Truth

Commenting on complaints from listeners that the broadcast speeches of Hitler and Mussolini serve only to promote their Nazi or Fascist philosophies over here, or conversely that by allowing prominent Englishmen the use of American radio we are giving them the chance to disseminate their propaganda, H. V. Kaltenborn, CBS commentator, replied that "the truth must make us free." The more we hear, he said, the better we understand, and "our safest course is to permit radio to bring us a free and unimpeded flow of news, comment and even propaganda from all foreign lands."

Alfred J. McCosker, president of WOR and chairman of the board of MBS, discussed domestic radio, which he likened to "a gigantic country store cracker-barrel session welcoming all people with something to say. Its only restrictions are that what is said must be free from libel, from hate, malice and viciousness." The increasing number of political, economic and social discussions on the air are not there, he said, because the network executives think they are good for the people, but because the radio listeners have expressed an interest in them. "This is the American system," he said.

Raymond Leslie Buell, president of the Foreign Policy Association, discussed the dangers of radio in presenting news superficially or in a one-sided manner and praised the increasing number of fair-minded commentators who interpret the news clearly and without bias.

Others who spoke briefly included Neville Miller, NAB president; Lenox R. Lohr, president of NBC; Donald Flamm, president of WMCA; Dr. Young, and Mrs. Vincent Astor, chairman of the committee on women's participation at the World's Fair. The program concluded with a round-table discussion among Mr. Fisher, Mr. McCosker, Mr. Kaltenborn and Mr. Mason. NBC, CBS and MBS all broadcast the presentation of the awards and a portion of the speeches.

Insurer in N. Y. State

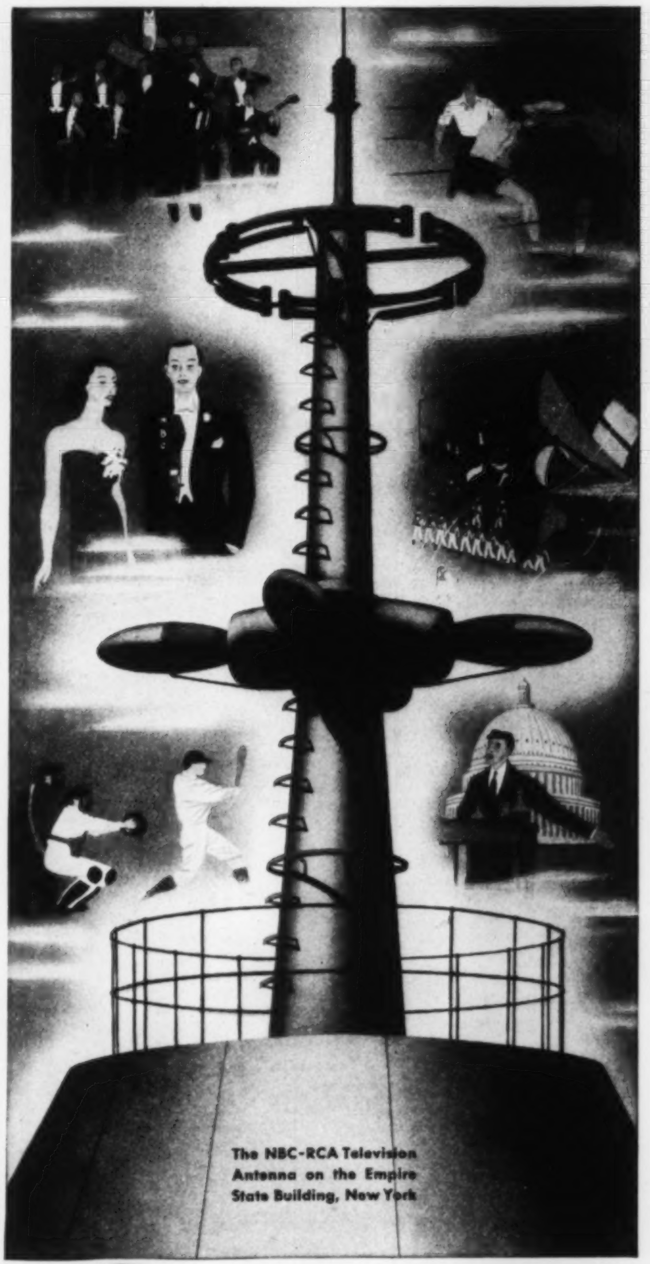
POLICYHOLDERS' ADVISORY COUNCIL, New York, now sponsoring a total of 76 live and transcribed programs weekly on 10 New York stations, beginning on May 15 will use a State hookup of six stations for the quarter-hour programs describing its insurance consultant services. Programs, to be heard thrice weekly for 52 weeks, will be fed from WINS, New York, to WABY, WIBX, WSYR, WMBO, WSAY and WBNY.

WAITT & BOND, Newark (Yankee cigars), which has been sponsoring *Frankey Frisch* sports talks on 16 stations of the Yankee Network thrice-weekly, has changed the program to the cooperatively sponsored Yankee news programs seven times a week. BBDO, New York, handles the account.

The Radio Corporation of America Tells

What TELEVISION *will mean to the Nation!*

A statement about the present scope of this amazing achievement, and what you may expect from it


The NBC-RCA Television Antenna on the Empire State Building, New York

APRIL 30, 1939 is the date which formally marks the beginning of a new industry—television. It is the hope of RCA that this new business as it develops, will mean new opportunities for many... that it may match in its advance the swift growth of sound broadcasting.

RCA television at this time will be available only in the New York metropolitan area. The restriction is largely due to limitations inherent in the art itself. Television waves have some of the properties of light. As a rule, such waves will not follow the earth's curvature. Thus they are rarely effective beyond the horizon of their transmitter. Because of the character of the waves, television programs, even when sent from the NBC mast 1240 feet above the street on the Empire State Building in New York, will ordinarily cover an area scarcely more than forty miles in all directions from that building.

At present, television networks are impracticable. Television pictures can be sent from station to station only through special cables or elaborate relay systems still to be developed on a service basis.

This is a pioneering effort

The accomplishments of RCA in television have been notable. Television has been brought out of the laboratory, and made a practical service. Yet, although television is exciting, thrilling—even spectacular, the television broadcasting now being undertaken by RCA and NBC actually represents a pioneering effort.

How soon television will be available to the country generally is uncertain. Predictions about future television accomplishments are at best only guesses. The men who have so patiently brought television to its present stage of development agree that while it is the most alluring of the electronic arts, it is also the most elusive.

Television Programs

Television broadcasts from NBC television studios will be sent out initially for an hour at a time, twice a week. In addition, there will be numerous pick-ups of news events, sports, interviews with visiting celebrities, and similar material.

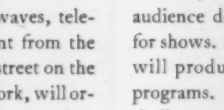
Material for television programs is almost limitless. They can be sent from the studio, or picked up elsewhere. Almost any scene can be televised, if it is accessible to mobile equipment. NBC operates a mobile unit comprising two ten-ton trucks to pick up and transmit television pictures and sound.

Present licenses for television do not permit commercial sponsors. Naturally there can be no sponsored television programs as long as this rule holds. When sponsors are allowed, advertisers will want to have a large audience developed before spending money for shows. Meanwhile NBC will produce unsponsored programs. This is an effort similar to NBC's program operation which provides more than half the broadcasts on the Red and Blue networks.

How Television will be received in your home

To provide for the reception of television programs, RCA Laboratories have developed several receiving sets which are now on the market. These instruments, built by RCA Victor, include three models for reception of television pictures and sound, as well as regular radio programs. There is also an attachment for present radio sets. This latter provides for seeing television pictures, while the sound is heard through the radio itself. The pictures seen on the Kinescopes of these various models will differ not in quality but only in size.

In initiating the first regular American television programs at this time RCA believes that it is contributing to the growth of a lusty infant whose future is likely to be brilliant, but whose coming of age will take place at a time no man can predict exactly.



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Supreme Court ASCAP Ruling Merely Defers Final Judgment

Jurisdictional Issues Involved in Decisions; Black Charges Monopolistic Price-Fixing

HOLLOW victories were won by ASCAP in the U. S. Supreme Court April 17 in decisions dealing only with the jurisdictional questions raised in the Washington and Florida "anti-ASCAP" cases. By majority vote, the tribunal affirmed the action of the three-judge circuit court in the Florida case in granting ASCAP injunctive relief, while in the Washington case it reversed a similar Federal court which had dismissed a bill on statutory grounds, and remanded the case with instructions for the taking of further evidence.

While the majority, in the opinions delivered by Associate Justice Reed, appeared studiously to avoid the monopoly issue with regard to ASCAP, as well as the merits of the State laws, Associate Justice Black delivered a strong dissent in the Florida case in which he charged "monopolistic price-fixing" and discrimination. He called ASCAP a "price-fixing combination that actually wields the power of life and death over every business, in Florida and elsewhere, dependent upon copyrighted musical compositions for existence."

Postpones Final Ruling

Because the question of constitutionality of the State statutes, which differ in form, was not directly involved in the litigation, attorneys acquainted with copyright viewed the Supreme Court action as simply postponing the day of final adjudication of that issue. The Florida appeal, taken by the attorney-general of the State, was from the order of the Federal three-judge court refusing to dismiss a bill of complaint primarily on the ground that it did not involve the statutory $3,000 minimum required for Federal jurisdiction, as well as the granting of the injunction against enforcement of the Florida statute.

In the Washington case, in which Justice Black dissented without a written opinion, the appeal was taken by ASCAP from the lower court's action dismissing its bill to restrain the enforcement of the state law, which made illegal activities carried on by copyright pools in authorizing blanket licenses for the performance of musical compositions by providing for a per piece system of usage.

In the Florida opinion, the court made it clear that the issue of constitutionality "can be more satisfactorily disposed of upon final hearing." In other words, according to attorneys, it left the way open for future appeal on this question, after hearings on the merits in the particular state jurisdictions. The fact that a half dozen states have already adopted anti-ASCAP laws, along the same general line, augurs for eventual test of the legality of these acts, probably on appeal of ASCAP.

The majority opinion in the Florida case brought out that ASCAP formally alleged that the amount involved exceeded $3,000 and that it would cost each individual copyright owner more than $10,000 to create an agency in Florida to protect himself against infringement, issue licenses and check accuracy of uses reported. Fees collected in 1936 in the state amounted to some $60,000, it was said, and similar sums were expected in the future.

The Court held that from the facts, the finding of the District Court that the value of the aggregate rights of all members of ASCAP to conduct their business through the society exceeds $3,000 in value "is fully supported," and that there was no abuse of discretion in granting the interlocutory injunction.

In his dissent, Justice Black said he believed the decree enjoining and suspending Florida's law prohibiting "monopolistic price fixing" should be reversed because no showing had been made that cast any doubt upon the state's power to prohibit monopolistic price fixing; because ASCAP failed to sustain its burden of showing $3,000 in controversy as required by statute and because the lower court failed to require a bond or other conditions adequate to protect the people in Florida who might be injured by the injunction.

Basic Question

The injunction, he contended, cannot rest upon the alleged unconstitutionality of any provisions of the Florida statute other than those prohibiting monopolistic price fixing. Allegations of ASCAP attacking other provisions of the statute raise only moot questions, he declared, and the basic question is whether a state has power to prohibit price fixing by monopolies in restraint of trade.

Holding that the attorney-general of Florida, charged with the enforcement of the statute, had determined that ASCAP may license its compositions as it pleases and operate in Florida at will, provided only that "they abandon monopolistic price fixing," Justice Black said that Federal judicial interference should not be injected until the state courts "are presented with an opportunity to define the statutory duties of appellants." Judicially restraining these Florida officials from action which they declare they cannot and will not take "denies to Florida the traditional respect that has been accorded state officials by this court," he said.

Monopolistic ASCAP Fees

Declaring that "this combination [ASCAP] apparently included practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States," Justice Black said that it not only "fixes prices through a self-perpetuating board of 24 directors, but its power over the business of musical rendition is so great that it can refuse to sell rights to single compositions and can, and does, require purchasers to take, at a monopolistic ally fixed annual fee, the entire repertory of all numbers controlled by the combination.

"And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all—if not completely all—available music. When consideration is also given to the fact that an arbitrarily fixed lower rate is granted to a favored station itself controlled by another instrument of public communication—a newspaper—the ultimate possibilities for control of the channels of public communication and information are apparent.

States Have Legal Right

"We have here a price-fixing combination that actually wields the power of life and death over every business, in Florida and elsewhere, dependent upon copyrighted musical compositions for existence. Such a monopolistic combination's power to fix prices is the power to destroy. Should a court of equity grant this combination the privilege of violating a State anti-monopoly law? Does a State law prohibiting such a combination present 'grave constitutional questions?' "

Justice Black said it was his position that a state law prohibiting

(*Continued on page 46*)

Terrifying Twister

LISTENERS of KWLK, Longview, Wash., are beginning to wonder if it is an intentional gag. It seems that Bob Ferris, who is generally an accurate announcer, is having difficulty in training himself to say "Hollywood Spotlight" on a local theater broadcast. He invariably sputters: "Spollywood Hotlight."

Elmer Seeks Locals' Copyright Views; Miller Denies ASCAP Formula Is Set

Mr. Elmer

GRATIFYING response from independent stations to his request for their views on how the copyright problem best can be solved in their own interest was reported April 26 by John Elmer, president of WCBM, Baltimore, former NAB president, director at large for independent stations and member of the NAB Copyright Negotiating Committee.

Declaring that upwards of 100 of the some 380 independent stations already have replied to his solicitation of April 14, Mr. Elmer emphasized the importance of this information in projecting the independent station viewpoint on the controverted copyright problem.

In his letter, he asked independents to indicate their preference as to the several plans advanced for payment of ASCAP royalties. He enumerated the three broad proposals as (1) payment on the per piece basis; (2) on the per program basis, and (3) on some basis or system similar to that now in force, namely a percentage of station income, plus an arbitrary sustaining fee.

Mr. Elmer's letter is in accord with the informal procedure adopted by NAB president Miller in sounding out industry sentiment. Despite published reports, Mr. Miller asserted April 26 that no formula regarding payment of royalties had been selected as most desirable insofar as he is concerned. At various NAB meetings, however, he has sought to sound out sentiment on the alternative proposals and whether broadcasters generally were in favor of five or ten-year ASCAP contracts.

Mr. Miller emphasized that the preliminary conversations with industry groups, ASCAP and other units, simply are in the nature of exploratory studies until such time as actual negotiations can be undertaken.

Because of the controversy occasioned within the industry in the past over negotiation of copyright contracts, Mr. Elmer of his own volition sent letters to independent stations, NAB members and nonmembers alike, to procure their reactions. He proposes to use the data thus gathered in presenting to the NAB Copyright Committee the viewpoints of the rank and file of independents. Because the NAB Committee is now actively engaged in preliminary negotiations in the light of expiration of existing contracts Dec. 31, 1940, Mr. Elmer emphasized the urgency of the situation and the desirability of getting as complete a cross-section of independent reaction as possible.

The Independent Attitude

In his letter, Mr. Elmer said that as a member of the NAB Copyright Committee, he had been impressed with the sincerity of each member in his efforts to discharge his duty and to determine a basis of negotiation which would be fair and equitable to every element in the industry. Expressing "implicit confidence" in the work of NAB President Neville Miller, who is chairman of the Copyright Committee, he said he was gratified with the results thus far accomplished and felt that a satisfactory answer will be found quickly.

Pointing out that he is the operator of a 100-watt station without network affiliation and represents independent stations on the Copyright Committee, he said he sought the information "in order to make sure in my own mind that I truly understand and represent your viewpoint." He added that the responses will not only mean assistance to the Committee but that the independent broadcaster will, in the final analysis, be helping himself.

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RECORDED PROGRAM
Service

Two P&G Series Bring Total to 20

Network Activity Is Extended By Sunday Evening Show

WITH addition in May of two new programs on behalf of its liquid dentifrice, Teel, Procter & Gamble will have 20 programs on the major networks. The Teel campaign will include *Midstream* [BROADCASTING, April 15], a serial about middle-aged people starting May 1 on NBC-Red, and *Knickerbocker Playhouse,* half-hour Sunday evening show on 60 CBS stations, keyed from Chicago and starting May 21.

Of the score of P & G programs, seven are on CBS with the rest divided among NBC's Red and Blue networks. Agencies placing P & G business on networks are Blackett-Sample-Hummert, Compton Adv., Pedlar & Ryan, H. W. Kastor & Sons.

The new *Knickerbocker Playhouse* program will consist of original radio dramas featuring Elliott Lewis and guest stars whose names will be enscribed on a silver scroll, each star receiving a silver plaque. Agency is H. W. Kastor & Sons, Chicago.

P. & G's network programs include:

CBS

Oxydol—*Goldbergs,* 23 stations, Mon. thru Fri., 1-1:15 p. m., Blackett-Sample-Hummert.

Ivory—*Life Can Be Beautiful,* 31 stations, Mon. thru Fri., 1:15-1:30 p. m., Compton Adv.

Chipso—*Road of Life,* 45 stations and CBC, Mon. thru Fri., 1:30-1:45 p. m., Pedlar & Ryan; *Manhattan Mother,* 10 stations, Mon. thru Fri., 9:15-9:30 a. m., Pedlar & Ryan.

Crisco—*This Day Is Oours,* 22 stations, Mon. thru Fri., 1:45-2 p. m., Compton Adv.

Drene—*Jimmie Fidler,* 58 stations, Tues., 7:15-7:30 p. m., reb. 10:30-10:45 p. m., H. W. Kastor & Sons.

Teel & Drene—*Knickerbocker Playhouse,* 60 stations, starts May 21, Sun., 10-10:30 p. m., H. W. Kastor & Sons.

NBC

Camay—*Pepper Young's Family,* 16 Blue, Mon. thru Fri., 11:30-11:45 a. m., 59 Red & CBC, Mon. thru Fri., 3:30-3:45 p. m., Pedlar & Ryan.

Chipso—*Road of Life,* 29 Red, Mon. thru Fri., 11:45-12 noon, Pedlar & Ryan.

Crisco—*Vic & Sade,* 23 Blue, Mon. thru Fri., 11:15-11:30 a. m., 53 Red & CBC, 4:30-4:45 p. m., Compton Adv.

Dreft—*Kitty Keene,* 16 Red, Mon. thru Fri., 11:45-12 noon, Blackett-Sample-Hummert.

Drene—*Jimmy Fidler,* 15 Red, Fri., 7:15-7:30 p. m., 15 Pacific Red, Fri., 10:45-11 p. m., H. W. Kastor & Sons.

Drene and Teel—*Midstream,* 52 Red, Mon. thru Fri., 5-5:15 p. m., H. W. Kastor & Sons.

Ivory Flakes—*Story of Mary Marlin,* 19 Blue, Mon. thru Fri., 11-11:15 a. m., 61 Red & CBC, Mon. thru Fri., 3-3:15 p. m., Compton Adv.

Ivory Soap—*Gospel Singer,* 14 Red & Blue, Mon. thru Thurs. and Sat., 9:45-10 a. m., Compton Adv.; *The O'Neills,* 19 Red, Mon. thru Fri., 12:15-12:30 p. m., Compton Adv.

Lava Soap—*Houseboat Hannah,* 12 Blue, Mon. thru Fri., 10:45-11 a. m., 17 Pacific Red & Blue, Mon. thru Fri., 5-5:15 p. m., Blacket-Sample-Hummert.

Oxydol—*Central City,* 37 Red & CBC, Mon. thru Fri., 10-10:15 a. m., Blackett-Sample-Hummert; *Ma Perkins,* 63 Red & CBC, Mon. thru Fri., 3:15-3:30 p. m., Blackett-Sample-Hummert.

White Naphtha Soap—*Guiding Light,* 60 Red & CBC, Mon. thru Fri., 3:45-4 p. m., Compton Adv.

LULU BELLE and Skyland Scotty, of the cast of *National Barn Dance* on WLS, Chicago, will be featured in two motion pictures yearly by Republic Productions, Hollywood, according to E. W. Kurtze, head of the WLS Artists Inc. Pictures will be based on the radio serial *Hometown* heard each Friday evening on WLS.

NBC Drops Option to Acquire WPTF And New Affiliation Pact Is Negotiated

AMICABLE settlement of the differences between NBC and the Durham Life Insurance Co., licensee of WPTF, Raleigh, whereby NBC drops its option to purchase the station for $210,000, was announced April 21 coincident with the withdrawal of transfer applications which have been pending before the FCC since November.

Adjustment of the differences, which have provoked widespread controversy in North Carolina, was accomplished to the satisfaction not only of the network and the present licensee but also of the North Carolina Radio Corp., newly-created company, in which more than a score of North Carolina's leading figures were financially interested. Simultaneously, it was learned that WPTF had entered into a five-year affiliation contract with NBC and that steps immediately would be initiated for fulltime operation of the station on the 680 kc. channel probably with an increase in power from its present 5,000 watts, possibly to 50,000 watts, which would give the station the status of a duplicated clear channel outlet. KPO, San Francisco, is the dominant station on the clear channel and is owned by NBC.

New Affiliation Pact

The differences developed when WPTF, during the hearings last June on proposed new broadcast allocations, sought a fulltime duplicated assignment on the 680 kc. channel. As a consequence, NBC elected to exercise its option to acquire the station at the $210,000 figure and then negotiated with the newly-created North Carolina Radio Corp. for resale to it of the station at the same figure. [BROADCASTING, Jan. 1]

S. B. Coley, president of Durham, announced that with the settlement, WPTF had entered into a long-time affiliation agreement with NBC. He announced further it was his company's intention to increase the power and hours of WPTF at the earliest possible moment and that in so doing "we will have the cooperation of NBC". He added the North Carolina Radio Corp. had played an important role in bringing NBC and Durham Life together.

William S. Hedges, NBC vice-president for station relations, who handled negotiations for the network, expressed satisfaction with the settlement. He reviewed the steps which led to NBC's exercise of its option to acquire WPTF and to the formation of the North Carolina Radio Corp. as the possible new operator. The latter company's officials, he added, had been instrumental in settlement of the problem and he complimented them for their "thoroughly unselfish and public spirited attitude".

"As further evidence of the cooperation of NBC with WPTF," he said, "we have agreed to the Durham Life's plan for increasing the power of the station and for extending its hours of operation, and they in turn have recognized the rights of listeners elsewhere in the United States and have embarked upon a program of greater service in the North Carolina area to which we give our full approval and endorsement."

The motion withdrawing the transfer applications was filed with the FCC April 21 jointly by Philip G. Loucks, counsel for WPTF, and P. J. Hennessey Jr., NBC Washington attorney.

TRACTOR SUPPLY Co., Chicago (replacement parts), on April 24 started a short test campaign of thrice-weekly minute announcements on KGNC, Amarillo, Tex. If the test proves successful, it is understood an extensive spot campaign will be used. Placed direct.

ELLIOTT ROOSEVELT and Blackett-Sample-Hummert officials ponder the contract recently signed by Sears, Roebuck & Co. for the biggest block of mail order advertising ever executed by a regional network—calling for five Sears programs per week for 52 weeks on Texas State Network—among them (l to r) Kirby Hawkes, radio director of B-S-H, Chicago agency handling the Sears account; E. W. Paro, Chicago representative of TSN; Kenath T. Sponsel, B-S-H; Robert C. Marley, Sears, Roebuck, and Elliott Roosevelt, TSN president, shown here at the University Club in Chicago, where the contract was signed.

60-Day Renewals Given KGMB-KHBC; Japanese Noted in Holding Firm

DISCOVERY in its scrutiny of holding company reports that a Japanese subject is an officer and director of the company controlling KGMB, Honolulu, and KHBC, Hilo, led the FCC April 24 to grant the stations only 60-day temporary license renewals, pending investigation and hearing. The Communications Act specifies that no foreigner may be an officer of a radio licensee.

KGMB and KHBC are licensed to the Honolulu Brodcasting Co., all officers of which are said to be American citizens. This company, however, was found to be controlled by the Pacific Theatres & Supply Co., with S. Sawamura, a Japanese, listed as vice-president and director.

Ben S. Fisher, attorney for the stations, declared April 26 that Mr. Sawamura is not a controlling stockholder, since all of the stock in Pacific Theatres is held by the Consolidated Amusements Co., Ltd., the stockholders of which are all American citizens. Describing Pacific as a "middle company", Mr. Fisher said an application already is pending before the FCC to transfer control from Pacific to Consolidated.

Pocahontas Test

POCAHONTAS FUEL Co., Cleveland (coal stoker), in early May will launch a 13-week campaign on stations in that city, Detroit and Milwaukee, using a thrice-weekly quarter-hour transcribed program, *Exclusive Story.* An extensive merchandising plan is also being worked out in conjunction with the radio campaign. Transcribed series was produced by 20th Century Radio Productions, Hollywood, with cutting by Aerogram Corp., that city. Agency is Bayliss-Kerr Co., Cleveland, with R. S. Rimanoczy, vice-president, as account executive.

Gum's Test on 200

GUM Inc., Philadelphia (penny gum), on May 1 will start using radio for the first time with a test campaign of transcribed announcements three to six times weekly on approximately 200 stations throughout the country. If the test proves successful, the campaign will run on a 52-week basis. Transcriptions were cut by WOR Transcription Service and placed through Austin & Spector, New York.

Emerson Sponsors Elliott

EMERSON Radio & Phonograph Co., New York, on May 1 starts sponsoring the twice-weekly news broadcasts by Elliott Roosevelt on 23 Texas State Network stations from 5:45 to 6 p. m. Entitled *Texas in the World News,* the program will be tested for 26 weeks, at the end of which time the sponsor may make arrangements to sponsor Mr. Roosevelt on a national network, although no definite plans will be made until the test period is almost completed. On May 9 the firm will extend its present schedule of three weekly news broadcast on WMCA, New York, to five programs weekly, continuing to use three news programs weekly on WOL, Washington. Lightfoot Associates, New York, places the account.

PLANE FACTS

by a

Radio Director's Secretary

"When Mr. Metzger flies to New York or Hollywood, as he often does, he catches up on his reading. If I don't put BROADCASTING on top of the magazines he takes along, I notice he does. Here at the Chicago office BROADCASTING and the Yearbook certainly get a good daily workout."

MISS ROSEMARY KELLY
RUTHRAUFF & RYAN INC.
CHICAGO, ILL.

Miss Kelly is secretary to Ros Metzger, energetic radio director of Ruthrauff & Ryan, Inc. She is efficient, charming and 21.

Nearly one of every two copies of **BROADCASTING** Broadcast Advertising goes to a time buyer

Restrictive Net Clauses Are Opposed

Roosevelt, Weber Voice Objections as Net Inquiry Closes

PICKING UP loose ends of testimony as its inquiry drew to a close, the full FCC Network Inquiry Committee on April 18 heard additional testimony by Fred Weber, general manager of MBS, Elliott Roosevelt, president of Texas State Network, both of whom made their second appearance before the Committee at request of FCC counsel, as well as an outline of the American Federation of Musicians' views of the transcription business by Joseph N. Weber, AFM president.

The April 18 session marked the first official appearance of the FCC's new member, Commissioner F. I. Thompson, who succeeds to former Commissioner E. O. Sykes' chair. The new member in his "maiden appearance" presaged an active participation in the functions of the Committee by frequently questioning witnesses.

Weber Tells How Mutual Records Off-the-Line

Under direct examination by Louis G. Caldwell, MBS counsel, MBS General Manager Weber explained the use of transcriptions of network programs by MBS affiliates. Mr. Weber described the arrangement under which affiliates are allowed to record off the network lines, for rebroadcast within seven days, certain network programs which because of schedule conflicts through prior obligations they are unable to carry at the time of the live broadcast.

Explaining that this practice is allowed only with permission of the advertiser, who frequently is "disappointed" at his inability to secure cleared time for the live program but is never "deceived", he stated that this is the only manner of bringing certain MBS programs to particular areas, largely due to restrictive contracts and time option obligations with other networks. The operation is not objected to by talent unions so long as it is extended no further than it would be if all stations carrying the program would take it as a live broadcast were it not for the prior obligations, he explained.

Cross-examined by S. King Funkhouser, FCC special counsel, Mr. Weber pointed out that if time options and exclusive features of present network contracts of NBC and CBS are extended past 1940-41, when the majority expire under current agreements, available station time would be effectively tied up until 1946. Continuing on this matter, he said the resulting restrictions on available time and the opportunity of stations to affiliate with additional networks have retarded the development of MBS, which today finds itself in the position of being unable to secure comparable full-time facilities to effectively cover certain market areas.

He listed KSTP, Minneapolis, WHB, Kansas City, WHK, Cleveland, WFIL, Philadelphia, and KFEL, Denver among the MBS affiliates finding it necessary to record many MBS programs in order to carry them because of other time obligations. Citing the case of WEAN, Providence, he pointed out that its agreement with NBC as a Blue outlet requires clearing time during the optioned hours on 28 days notice, although an MBS program may have been scheduled and running in that particular spot for a year or more without previous conflict with any Blue account.

VIEWS of the American Federation of Musicians on transcription activities as a threat to employment of musicians and preservation of Rule 176, requiring identification of recorded programs by special announcement, were presented at the FCC network inquiry April 18 by the veteran labor leader, Joseph N. Weber, now in his 39th term as AFM president.

Asked for his suggestions, Mr. Weber said his personal views called for relieving the exclusive and restrictive provisions in present contracts, particularly in cases where there are only two or three comparable full-time outlets in a market; reducing the term of contracts from the prevalent five-year tenure; reduction of network option time.

Says Options Should Not Stifle Competition

Discussing the optioned time problem, he pointed to MBS' development with only "very limited" options, adding, however, that "some privileges of optioning are necessary for network operation". The option should have some relation to the amount of time previously used by the network for its commercial accounts, he declared, and should not be designed to stifle competition. Option-ridden contracts not only deprive listeners of a greater choice of programs, but also hamper the station's own initiative in supplying programs of particular interest to its listeners, he continued.

Asked for his attitude on self-regulation within the industry, Mr. Weber said "even the most ardent advocates of self-regulation" would admit that since the FCC is the only group that can make an unbiased review of the facts, its suggestions and viewpoints would be absolutely necessary, adding that what is wanted is regulation to preserve competition, not regimentation of the industry.

Responding to Mr. Funkhouser's query on the advisability of dividing a station's time equally between all the networks, he declared the most equitable solution would be to insure equal privileges to all network systems to serve a particular area.

Elliott Roosevelt Urges Responsibility at Source

Also appearing at request of FCC counsel, Elliott Roosevelt, TSN president, strongly urged the licensing of networks to relieve individual stations of the responsibility they now bear alone for the broadcast of network programs by placing program responsibility "at the source". He declared that what actually happens through optioned time agreements amounts to passing of control of the station from the licensee to the networks, and since this is true the networks should be willing to assume the responsibility for their programs' public service liability. This could be effected by licensing network operation, as now done for station operation, he said.

Observing that "I don't feel NBC-Blue should have a 28-day notice of cancellation hanging over the head of every Mutual broadcast", he suggested that stations would be "better off" if optioned time were reduced to "say 25% more than has been used".

Exclusive contracts are not necessary if a network really is operating successfully, Mr. Roosevelt declared, and a prevailing network "shouldn't fear another network's use of a few hours time". Pointing to the TSN contracts, which, he said, although providing for time options, also carried an "escape clause" enabling an affiliate to substitute local interest programs on scheduled network option time, he said all network contracts should have similar clauses that would allow clearance of time for local interest programs, both commercial and sustaining.

Stating that IRNA after a year's activity still has not answered the questions put before it, he said he did not think regulation could progress far within the industry itself without the active assistance of the FCC. Discussing this matter, he reiterated his views in earlier testimony that operation under "certificates" was the only means to "permanence" within the industry, which would be necessary before any great strides could be made in self-regulation.

Of the present national network set-up he remarked that NBC's two networks represent "a tendency toward monopolistic endeavor" from which the industry must steer clear, and that CBS' contracts optioning 100% of the stations' time for the network, although the network agrees to use no more than 50% of the station time, amount to "assignment of the station's licenses".

Double Rebroadcast

WNAX, Yankton, S. D., on April 16 broadcast a "long-distance debate" between a team of Yankton College debaters and a team debating from KUSD, South Dakota U. station at Vermilion, S. D. The unusual feature was the "double" rebroadcast, with no line connections between the two stations. The Yankton portion of the program was picked by KUSD and rebroadcast to its listening audience, while WNAX did the same with the University parts. The hook-up presented an engineering problem, as the control switches had to be perfectly synchronized to prevent "feed-back".

Joseph N. Weber, veteran AFM president, followed Mr. Roosevelt to the stand, and under direct examination by Gen. Samuel T. Ansell, the Federation's general counsel, voiced the union's views on the labor situation resulting from development of the transcription industry.

AFM President Gives Views on Transcriptions

Prefacing his remarks with an outline of the organization, he said it included 739 local unions in the United States and Canada and more than 138,000 members. Now in its 47th year, Mr. Weber said he was serving his 39th term as the union's president. The locals making up the national organization cover practically all the major centers of population, he said, and only about 147 stations are not close to a plentiful suppiy of expert musicians.

Observing that the United States has become the world leader in music and musicianship, both in excellence and number, Mr. Weber declared the fundamental reason for Rule 176, requiring identification of an electrical transcription, was to let listeners know whether they were listening to live or recorded music. The rule boils down to "a question of justice", he added, pointing out that despite the great improvement in transcription quality the great difference between live and recorded talent—recorded music "has no soul"—still exists.

Stating that the number of musicians employed in radio had declined steadily from early peak years until 1937, when the present AFM agreements were formulated, he stated, "If musicians could find the opportunity for employment, it would not be necessary to have 10,000 of them on relief today." He termed "presposterous" any assertion that Chicago, New York, and Hollywood have "sucked in" all the best musical talent. Talent is attracted to these points because of key network stations, he said, but musical centers are being built up through demand in other cities.

Music as an art is preserved only through live programs, he continued, and it is "an insult to the intelligence" to say transcriptions are as good as live programs from the standpoint of quality. He stated further that he, as an expert musician, could readily distinguish between live and recorded programs, whether the live program be carried on network lines or broadcast from a single station. Music is a fine art, he declared, and as with painting or sculpture, a reproduction is not as good as the original.

Heavy Unemployment Traced to Sound Movies

Any modification of Rule 176 would deprive the public of knowing something it should know, he declared. Live musical talent ordinarily is announced and identified on a broadcast without objection from AFM, he continued, but AFM does object to the failure to announce "canned music" as such. Stimulation of transcription activities leads to musician unemployment, and while AFM does not want to refuse to make recordings, because some people can get their music only by that means, it does want to be able to regulate the use of musicians in the recording field, he said.

Asked by Commissioner Thompson if the development of sound in motion pictures was responsible for some of the decreasing employment, Mr. Weber declared this was true, but that recordings were more responsible for the decline. He said 21,000 theater musicians lost their jobs in six months when sound movies started and that annual theater musician payrolls shrunk from $48,000,000 to $5,000,000. At that time radio and recording was "in its infancy", and AFM had "great hopes" of increased employment coming from these fields, he explained, but development of transcriptions and networks only further reduced employment.

Cross-examined by Mr. Funkhouser, Mr. Weber said there now were about 2,400 musicians on staff orchestras, not including those paid by sponsors on network programs, and that these were making more money now than in 1935. The agreement between AFM and the industry in 1937 was "a question of self-defense", he declared, since employment was shrinking year by year as stations substituted network programs, recordings and transcriptions for live music by staff artists and orchestras. He continued that he was "reasonably sure" that without the 1937 agreement, employment would have continued to decrease, while under it about $2,000,000 a year additional has gone to the musicians.

Income Figures for 1937 Broken Down in Exhibits

To start the stormy concluding session April 19, DeQuincy V. Sutton, FCC head accountant, explained a series of three supplementary exhibits breaking down 1937 income figures submitted at the June 6, 1938, hearing in response to FCC Order 38, as requested by Mr. Caldwell. The supplementary computations, made by the FCC accounting department, covered 1937 revenues and expenses of the national networks, key and M&O stations, as segregated from the regional networks and independent stations.

Mr. Sutton's exhibits indicated that of a total net income for the industry amounting to $18,883,935 for 1937, the national networks and their 23 key and M&O stations received $8,685,757, the remaining $10,198,178 going to 606 independent stations, 13 regional networks and six miscellaneous networks. Of

(*Continued on page 62*)

COME TO BALTIMORE FOR THE

"PREAKNESS"

America's richest 3-year-old Race

To be run at Pimlico, Saturday, May 13th

WFBR and all Baltimore invite you to the greatest sporting event in Maryland—the historic PREAKNESS horse race—engaging the best 3-year olds in the U. S. with a purse of over $70,000. Run at Pimlico—the famous course of the Maryland Jockey Club.

But if you can't come, LISTEN!

The PREAKNESS will be broadcast by WFBR on entire NBC Red Network and Md. Coverage Network. ***Sponsored by*** **AMOCO (American Oil Co.) 5.15 E.S.T.**

Another scoop for WFBR! Maryland's favorite station caters to Maryland's favorite sport and brings Maryland's greatest race to the entire nation.

WFBR is official broadcasting station for Md. Jockey Club

WFBR broadcasts twice daily direct from the Pimlico race track "The Pimlico Press Box." Just another case of earning public esteem!

Local Flavor means Local Favor!

IN BALTIMORE THEY LISTEN TO—

WFBR

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

Third NAB Area, Penn. Group Meet

Keystone State Organization Formed on Permanent Basis

CLIFFORD M. CHAFEY, owner and manager of WEEU and WRAW, Reading, Pa., on April 21 was elected NAB director for the Third District for a two-year term. He succeeds Clair R. McCollough, Mason-Dixon Group head, who will retire following the NAB convention in Atlantic City in July and who was not a candidate to succeed himself. District 3 comprises Pennsylvania, Delaware and New Jersey.

At a meeting of the Pennsylvania Broadcasters Assn., held April 21-22 in Philadelphia, Mr. McCullough was elected president of that organization. Mr. Chafey was elected vice-president, C. G. Moss, WKBO, Harrisburg, secretary, and Dr. Leon Levy, WCAU, Philadelphia, treasurer. Three directors elected were H. K. Brennan, WJAS, Pittsburgh; Arthur Simon, WPEN, Philadelphia; George Joy, WRAK, Williamsport.

The State organization adopted a permanent charter and established a $25 per year flat fee as station dues. A legislative committee was named, comprising Mr. McCollough, chairman; Isaac D. Levy, WCAU; Samuel R. Rosenbaum, WFIL; Mr. Chafey and Mr. Moss. Its first function will be that of seeking to check the flood of legislation adverse to radio pending before the Pennsylvania Legislature.

NAB Officials Speak

The district NAB meeting was addressed by members of the NAB Washington staff, including President Neville Miller, Secretary Ed Spence, Research Director Paul F. Peter and Labor Director Joseph L. Miller. Attending the session were 41 broadcasters representing 22 stations in the district.

President Miller discussed the status of conversations with ASCAP regarding performing right licenses which must be renewed prior to Dec. 31, 1940. He also outlined the work of the NAB committee on program standards, which he heads, looking toward industry self-regulation. FCC questionnaires and statistical studies were outlined by Mr. Peter, who also discussed the NAB-RMA promotional campaign with particular emphasis on Open House Week.

John Elmer, WCBM, Baltimore, NAB director-at-large and member of the Copyright Negotiating Committee, discussed in detail the situation confronting independent stations, particularly in the field of copyright. C. O. Langlois, for Lang-Worth Feature Programs Inc., and Carl Havelin, for Davis & Schwegler, addressed the meeting regarding their tax-free transcription services and the whole field of tax-free music. Participating in the cross-fire on ASCAP and copyright were Isaac D. Levy, of WCAU; Mr. Rosenbaum, and Mr. Brennan.

At the Pennsylvania association meetings, 45 broadcasters were present, representing 26 stations. The group adopted a resolution expressing "confidence in the NAB Committee on Copyright which under the leadership of Neville Miller is negotiating with ASCAP and is presenting a united front on behalf of the entire industry." The meeting was presided over by Mr. Moss, president for the last year. Attending the district meeting were:

Roy Thompson, WFBG, Altoona; J. C. Tully, WJAC, Johnstown; A. W. Dannenbaum Jr. and Patrick Stanton, WDAS, Philadelphia; Isaac D. Levy, Leon Levy and Allan Scott, WCAU, Philadelphia; Samuel Rosenbaum and Roger Clipp, WFIL, Philadelphia; Norman Reed and William Appleby, WPG, Atlantic City; A. K. Redmond and R. S. Duncan, WHP, Harrisburg; Benedict Gimble Jr. and Edward A. Davies, WIP, Philadelphia; George Joy and W. V. Person, WRAK, Williamsport; W. P. Ogelsby Jr. and Milton Laughlin, WHAT, Philadelphia; Clair R. McCollough, J. E. Mathiot, Walter O. Miller and J. Richard Bauman, WGAL, Lancaster; Joseph M. Nassau and John Morgan Davis, WIBG, Glenside; B. Bryan Musselman, WCBA, Allentown; C. G. Moss, WKBO, Harrisburg; H. J. Brennan, H. K. Brennan, John J. Laux, KQV, Pittsburgh; Leslie Joy, KYW, Philadelphia; Leonard Kapner, WCAE, Pittsburgh; Clifford Chafey, WEEU, Reading; George W. Beck, Basse A. Beck, Melvin Lahr, WKOK, Sunbury; G. D. Coleman and R. E. McDowell, WGBI, Scranton; Douglas Hibbs and Harry N. Cocker, WTEL, Philadelphia.

In addition to the Pennsylvania broadcasters present at the District meeting, those who attended the State Association sessions included Hyla Kiczales and Arthur Simon, WPEN, Philadelphia; S. R. Baltimore, WBRE, Wilkes-Barre; Robert Gulick, WORK, York; Victor Diehm, WAZL, Hazleton, and Elwood Anderson, WEST, Easton.

'Listen While You Play' Theme Picked For Second Phase of Radio Promotion

WITH radio's first Open House Week chalked up as a brilliant success, the joint NAB-RMA year-round campaign to promote radio itself moves into its second phase in May with the new theme "Listen While You Play."

Reports reaching the trade association headquarters and BROADCASTING on the April 17-23 observance week indicated an unprecedented turnout of listeners who visited studios for first-hand observations of how radio functions. Networks and individual stations alike outdid themselves in offering special features designed to promote audience good-will, listening and set sales, while a majority of the some 60,000 local radio retailers participated with special window displays, demonstrations and other promotional efforts dramatizing the medium.

The new spring and summer theme in the year-round joint campaign is designed to call attention to summer program schedules and to urge the public to listen while on vacation. It is being worked out by the NAB staff with RMA committee members. Bond Geddes, executive vice-president of RMA, and Ed Kirby, NAB public relations director, are coordinating the effort.

Plans for Christmas

The "Listen While You Play" slogan will be pushed through the spring and summer. This fall, the theme will shift to the new radio season, with all units, plus radio advertisers, to be tied together in promoting the "curtain-raisers." This will be tied into the change from Daylight Saving to Standard Time Sept. 24.

Another phase of the year-round campaign will urge radio sets as Christmas presents. Tentatively, it is planned to have radio submit its "annual report" to the American listener on New Year's Day, with special network and independent station programs reviewing the old year and predicting developments of the new year.

During National Music Week, occurring May 7-13, the industry will collaborate with the musical art in asking listeners to get the maximum out of their radios by proper service and replacement of sets. Musical organizations reciprocally are expected to praise radio for its contribution to good music.

Many broadcasters found, during Open House Week, that they had underestimated the number of studio visitors they would be called upon to accommodate. Literally hundreds of thousands of listeners visited stations and networks all over the country. Numerous stations found it necessary to stage impromptu studio performances, which never saw the air, in order to accommodate visitors.

Ingenious plans for the good-will drive were contrived by stations and networks. Local civic groups were called together for special radio ceremonies. Newspaper stations, for the most part, published display advertisements in affiliated newspapers to tie into the campaign. In many instances voices of listeners were recorded and the records played back, simulating auditions. Station-dealer-distributor meetings, called by stations in the community, were held in approximately 100 cities.

Stations were of one accord in hailing the event as one which cemented good will and understanding between broadcasters and the listening audience and in firing the enthusiasm of radio dealers and distributors. Many stations, in the reciprocal effort to boost sales and service, suggested to listeners that they see their radio dealers for better reception. Stations adjacent to rural communities reported visits from listeners at remote points.

Praise From Solons

THE South Carolina House of Representatives took official cognizance of "Open House Week" April 19 by adopting a resolution congratulating the broadcasting industry and WIS, Columbia, for radio's broad public service. It urged all listeners to visit their nearest station during the Week. The resolution stated, that the House "congratulates WIS and the industry at large upon its growth in the public service; that it approves and recognizes as valuable the American system of broadcasting, making possible as it does the very finest in entertainment, a broad dissemination of worthwhile educational information, and a general circulation of unprejudiced and uncensored news, all of which is free to the listener; that it recognizes the many advantages of a closer and more intimate relationship between broadcaster and listener, and therefore urges the citizens of South Carolina to observe Radio's Open-House Week by visting the radio station nearest them."

KOVO are the call letters assigned by the FCC for the new local outlet at Provo, Utah, which it recently authorized [BROADCASTING, April 15].

Six NAB Regions To Pick Directors

Series of Meetings Scheduled To Be Held During May

MEETINGS of six districts of the NAB to elect new directors to serve two-year terms dating from the July 10-13 convention in Atlantic City have been scheduled during May, pursuant to provisions of the trade association's By-Laws.

Nine of the 17 district directors were elected for one-year terms at the reorganization convention held in February, 1938, with the provision that the new elections take place at least 30 days prior to the 1939 convention. Already elected for new two-year terms at district meetings held this year have been O. L. Taylor, KGNC, Amarillo, reelected for the 13th District, which comprises Texas; Gene Dyer, WGES, Chicago, elected to succeed Walter J. Damm, WTMJ, Milwaukee, for the 9th District, comprising Illinois and Wisconsin; Clifford Chafey, WEEU, Reading, elected to succeed Clair McCullough, WDEL, Wilmington, for the Third District, comprising Delaware, New Jersey and Pennsylvania.

Others Scheduled

Other meetings scheduled for election of directors include:

First District, comprising Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island, in Boston May 11; John Shepard 3d, president, Yankee Network, district director.

Fifth District, comprising Alabama, Florida, Georgia and Puerto Rico, at Ponte Vedre Beach, May 14-15; W. Walter Tison, director.

Seventh District, comprising Kentucky and Ohio, at Cincinnati May 4; Mark Ethridge, WHAS, Louisville, director.

Eleventh District, comprising Minnesota, North Dakota and South Dakota, to be held at Rochester, Minn., May 11-12; E. H. Gammons, WCCO, director.

Fifteenth District, comprising California, except Southern counties, Nevada and Hawaii, in San Francisco May 15; Ralph R. Brunton, director.

Seventeenth District, comprising Oregon, Washington and Alaska, date and place not yet designated; C. W. Myers, KOIN-KALE, director.

Under the by-laws, only the six directors-at-large will be elected at the convention to be held July 10-14 at Atlantic City. The nine new district directors elected for two-year terms, and the eight district directors who still have a year to serve automatically will be inducted into office.

Mr. Shepard announced that at his district meeting at the Yankee Network studios, Neville Miller would speak. Attendance will be limited to NAB members or those who have made application for membership, he said.

On the same date, Mr. Shepard announced a special meeting of the Sales Managers Group of the First District. William Warner, Colonial Network sales manager, who heads the group, announced that guest speakers will include Dr. Robert F. Elder, director of research of Lever Bros., and Kenneth Backman, general manager of the Boston Better Business Bureau.

Fifth District speakers, Mr. Tison announced, will include President Miller and Andrew W. Bennett, NAB counsel, and possibly E. Claude Mills, chairman of the ASCAP executive committee.

Produced by and Originated from WKY, Oklahoma City

"Southwestern Stars"

NBC RED NETWORK
EVERY SATURDAY

4:30 P.M., E.D.S.T. 3:30 P.M., E.S.T.
2:30 P.M., C.S.T.

Many stations outside the network centers develop talent of network caliber. Few are given the opportunity of putting that talent on the network. WKY, Oklahoma City, is the exception to the rule. "Southwestern Stars" is a regular NBC Red Network feature each Saturday afternoon at 4:30.

"Southwestern Stars" is written, produced and aired by WKY. It has opened the eyes of the nation to WKY's sparkling showmanship. But what is making New Yorkers and Californians talk today has been taken for granted by Oklahomans for the past ten years . . . for "Southwestern Stars" presents the same talent and the same production skill that goes into each of the more than 140 local, live talent shows WKY produces every week.

Tune in on NBC Red Network each Saturday afternoon. Study the type of programming that WKY's men, method and machinery is putting behind the products sponsored over the Southwest's Standout Station.

WKY *Oklahoma City*

NBC AFFILIATE ● 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ● KLZ, DENVER (Affiliated Management) ● REPRESENTED BY THE KATZ AGENCY, INC.

GENERAL MILLS assembled its eastern baseball announcers in New York April 15 for a two-day training course. Present were: Standing (l to r), James Coyle of WCAU sales staff; Harry McTigue, WHAM; Ralph Hubbell. WGAR; Lee Davis, WCBM; Gren Rand, WOKO; Garnett Marks, WABC; "Rosey" Rowswell, KDKA-WWSW; Al Helfer, WOR-WHN; Bill Slocum Jr., WJSV; Arch McDonald, WABC; Walter Johnson, WJSV. Seated: Sherb Herrick, WOKO; Nick Stemmler, WSYR; James Moran, head of General Mills' New York office; Brad Robinson, director of sports broadcasting for Knox-Reeves; John H. Sarles, Knox Reeves vice-president; Bill Slocum, supervisor of sports for General Mills; Red Barber, WOR-WHN. Unless otherwise noted, those pictured are announcers. Among those attending the conference but not pictured were: W. L. Lingle, Procter & Gamble Co.; Hal James, account executive, Compton Advertising; C. A. Snyder, radio director, J. Sterling Getchell; William Jackson, KDKA sales manager; W. B. McGill, KDKA sales promotion manager and Bill Dyer, WCAU announcer.

Promotion Methods for Baseball Games Outlined at General Mills Gathering

THE THREE-WAY responsibility of the radio announcer in broadcasting a baseball game to produce best results for station, sponsor and ball team, and the most efficient methods of producing those results were the subjects of the General Mills announcers conference held at the Hotel Commodore, New York, April 15-16.

More than a dozen announcers who will handle the microphones in eastern cities for General Mills and its co-sponsors comprised the student body of this two-day course in announcing technique, whose professors were John H. Sarles, vice-president of Knox-Reeves agency in charge of General Mills sports broadcasts, Brad Robinson, director of sports broadcasting for the agency, and W. J. Slocum, veteran sports writer who last year joined General Mills as a sort of liaison officer between the company, the stations and the ball clubs.

Three-Way Partnership

Following a review of the three-way partnership which makes their broadcasts possible, in which the announcers were told that it is up to them to handle the play-by-play descriptions in a way that will build attendance at the ball parks, listeners for the stations and sales for the sponsors, the group listened to an explanation of the ball club's views by Frank Shaughnessy, president of the International League. The station's part in the triple partnership was outlined in a recorded talk, originally delivered at the 1937 conference by William S. Hedges, now vice-president of the NBC, whose views were augmented by remarks from William Jackson, KDKA commercial manager, and James Coyle, salesman on the General Mills account at WCAU. Another recorded talk, by S. C. Gale, General Mills advertising manager, presented the viewpoint of the sponsor.

Gist of the matter is that the announcer can best serve all interests by giving a clear, interesting and impartial word-picture of what he sees; that he should not try to second guess the umpire or manage the teams from his broadcasting booth, but remember at all times that he is a reporter, not a commentator.

Broadcasting of the commercials was discussed by Mr. Sarles, who told the group there is no general policy on how commercials are to be handled, but that every announcer's watchword should be "not how much, but how well". While a number of written announcements are furnished the announcers, how many they use during any particular game, and how many ad lib announcements are inserted is left to their own judgment. Mr. Robinson wound up the morning session with a discussion of showmanship, giving tips on means of projecting personality on the air, the use of catch phrases, how to keep people listening to a one-sided game, and similar practical advice.

He also explained how announcers can help dealers promote special sales tied in with the baseball broadcasts. At the present time, for example, "Welcome Home" weeks to the teams are being staged in all cities in the broadcast line-up, complete with parades, special broadcasts, civic events and other non-commercial features, which afford an opportunity for dealers to tie-in with special "Welcome Home" sales, announced with display material in the stores.

In the afternoon the announcers demonstrated their ability in broadcasting from wire reports, each man announcing a half-inning of the Dodgers-Yankee pre-season game from the ticker.

An open discussion and criticism followed the game. On Sunday morning "do's and don'ts" for announcers were demonstrated by transcriptions and by the men themselves and the meeting concluded with an open forum on all phases of the announcer's task, after which the group attended the Yankee-Dodgers game at Ebbetts Field.

HORLICK'S MALTED MILK Corp., Racine, Wis., has renewed the five-weekly *Mad Hatterfields* on WLW, Cincinnati, after a 13-week test.

Baseball Facsimile

WLW, Cincinnati, broadcast the opening baseball game of the season April 17 on the Crosley ultra-high facsimile station, W8XUJ. Starting at 2:15 p. m., the opening line-up was transmitted and play-by-play followed until the game ended. A man in the press box phoned play-by-play accounts to the facsimile room, where a rewrite man typed the material for reproduction. Pictures of outstanding players were transmitted.

Tulsa Games on KTUL

TULSA RUBBER PRODUCTS Co. and B. F. Goodrich Rubber Co., with General Mills (Wheaties), are sponsoring Vic Rugh's play-by-play accounts of 1939 Tulsa Oiler baseball games on KTUL, Tulsa, which also has leased the facilities of KOME, Tulsa local, to provide clearance for the broadcast when previous commitments allow no time on KTUL. The FCC has granted KOME special authority to broadcast at night during the season.

St. Louis Session

A DOZEN midwest sports commentators attended a two-day get-together and meeting as guests of Hyde Park Breweries, active sports sponsor, in St. Louis April 17-18. They attended the annual Chamber of Commerce baseball dinner for members of the St. Louis Browns and Cardinals teams, a luncheon in their own honor and a distributors' luncheon, all as guests of Hyde Park, but missed the opening day baseball game when rain stopped the Cleveland Indians and St. Louis Browns from performing as scheduled. Sports announcers who attended included France Laux, KMOX, St. Louis; John O'Hara and Ray Schmidt, KWK, St. Louis; Bud Jackson, KWOS, Jefferson City; Hank Fisher, WDZ, Tuscola, Ill.; Allen Franklin and Bob Beaucan, KXOK, St. Louis; Herb McCready, WEW, St. Louis; Lew Milton, WJBL, Decatur, Ill.; Algie Bishop, KLCN, Blytheville, Ark., and Bill Durney and Neal Norman, WIL, St. Louis.

Packing Firm Sponsors

INDEPENDENT PACKING Co., St. Louis, is sponsoring a half-share of the play-by-play broadcasts of the 1939 home games of both the Cardinals and Browns on KWK, St. Louis, according to an announcement by R. T. Convey, president of KWK. Johnny O'Hara and Ray Schmidt are handling the play-by-play descriptions, as well as participating in the post-game feature, *Home Plate Interviews*, giving a detailed explanation of the unusual plays or happenings during the games.

Memphis Baseball

FIRST direct play-by-play broadcasts of baseball games from Russwood Park, Memphis, are being sponsored on WHBQ, Memphis, by Coca Cola Bottling Co., which recently bought broadcast rights to all except home holiday and Sunday games. Previously the Memphis club had held out against the broadcast of home games, although WHBQ had handled wire reports of the Chicks' road games. Bob Alburty and Bert Ferguson handle the play-by-play accounts.

PORTRAYERS of play-by-play baseball for Atlantic Refining Co. this season met in mid-April at the offices of N. W. Ayer & Son, Philadelphia, for a brief training course in announcing. Atlantic is broadcasting 1,807 games on 38 stations in the East. In attendance were: Front row (l to r) Jim Peterson, W. Wallace Orr, N. W. Ayer & Son; Joseph R. Rollins, Atlantic Refining advertising manager; Les Quailey, N. W. Ayer & Son. Second row, Walton Newton, Philadelphia Athletics and Phillies, WIP and special 10-station hookup; Rosey Rowswell, Pittsburgh Pirates, KDKA and WWSW; Earl Harper, Newark Bears, Jersey City Giants, WNEW; Peco Gleason, Richmond Colts, WRTD; Lee Davis, Baltimore Orioles, WCBM; Ed Kennedy, Springfield, WSPR; Gren Rand and Sherb Herrick, Albany Senators, WABY; Bill Pope, Elmira Pioneers, WESG; Byrum Saam, Philadelphia. Third row, Paul Norris, Charlotte Hornets, WSOC; Nick Stemmler, Syracuse Chiefs, WSYR; Jack Lloyd and Ray Markey, Hartford Laurels, WTHT.

Sportscasters Elect

OFFICERS of the American Assn. of Baseball Announcers were elected at a meeting held in Cincinnati, in connection with General Mills and Socony-Vacuum Oil Co., as follows: John Neblett, WBNS, Columbus, executive secretary; George Higgins, WTCN, St. Paul, president. Other members of the group are Connie Desmond, WSPD, Toledo; Walt Lochman, KMBC, Kansas City; Allan Hale, WISN, Milwaukee; Ed Gallaher, WCCO, Minneapolis; Vic Lund, WIRE, Indianapolis; Don Hill, WAVE, Louisville. The association is in its third year, members consisting of American Association baseball announcers.

Ball Club Sponsoring

CHICAGO National League Ball Club, Chicago, on May 3 and continuing until Oct. 1, will present 20 recorded dramatic sketches dramatizing the lives and careers of the Chicago Cubs, the 1938 National League Champions, on WOR, Newark. Entitled *Play Ball*, the broadcasts will be heard two and three times on the day before each Brooklyn Dodgers-Chicago Cubs game. The series will also be heard in every National League city. Neisser-Meyerhoff, Chicago, is the agency handling the account.

Gillette Tire's Games

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., will sponsor Freddy Lindstrom's *Sports Review* on WLS, Chicago, thrice-weekly, 6:30-6:45 p.m. Lindstrom, formerly with the Chicago Cubs, Pittsburgh Pirates and New York Giants, interviews star players on the series. General Mills has added all home games of the Moline, Ill., Three-I League on WHBF, Rock Island, to its schedule. Maurice Corken, sportscaster of WHBF, will handle the series.

Lorillard Tours

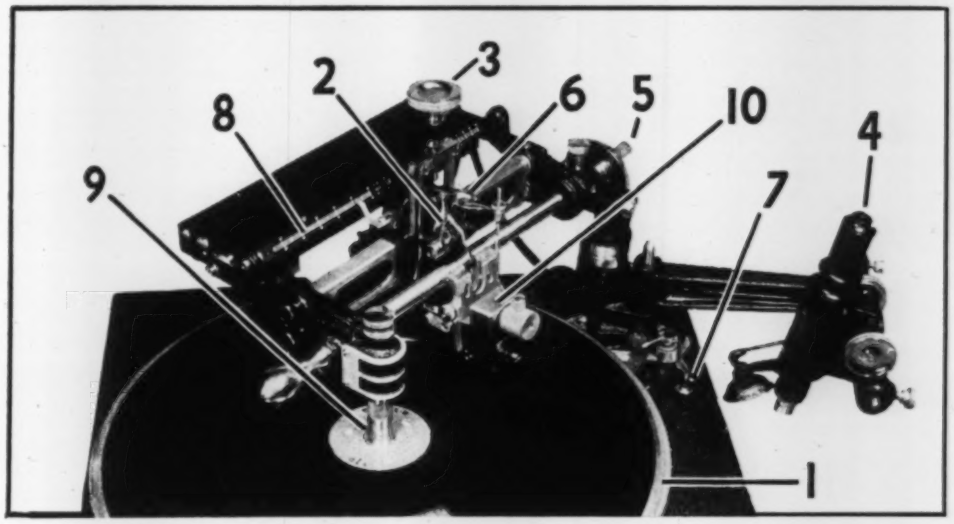
P. LORILLARD Co., N. Y. (Old Gold cigarettes), sponsors of the baseball broadcasts on WGN, Chicago, is arranging all-expense baseball excursions to Chicago from points within a radius of 250 miles. Idea resulted from the fact that Bob Elson, WGN sportcaster, has received thousands of letters from fans wanting him to buy tickets for Sunday and holiday games during the last few years. Cooperating on the low cost excursions are the Chicago Cubs and White Sox, the LaSalle Hotel, and the railroads.

Gordon Baking on WABC

GORDON BAKING Co., Long Island City (Silver Cup Bread), is sponsoring a ten-minute six times weekly preceding the baseball games on WABC, New York. Entitled *According to Hoyt*, the program features Waite Hoyt, commentator, giving preview remarks on the games, N. W. Ayer & Son, New York, placed the account.

PHONOGRAPH record sales will run 40,000,000 during 1939, a gain of 25% over the 1938 total, according to trade estimates published in the *New York Times*.

PRESTO ANNOUNCES THEIR NEW 8-A COMMERCIAL RECORDING TURNTABLE



WITH 15 ORIGINAL AND IMPROVED OPERATING FEATURES

1. Rim driven turntable, originated by Presto, now adopted by every manufacturer of instantaneous recording equipment.

2. Cam lever lowers cutting head gently, prevents damage to sapphire needles.

3. Thumbscrew rapidly adjusts angle of needle while cutting.

4. Forty-power microscope for examining cut.

5. Spiralling feed screw makes starting and run-out grooves.

6. Lever engages cutter carriage with feed screw.

7. Combination speed change and motor switch lever prevents flats on idler wheels.

8. Four-sided, rotating scale shows recording time at 96,112,120 and 140 lines per inch at 78 and 33⅓ RPM.

9. Flangeless drive permits quick removal of shavings.

10. Improved high fidelity cutter records uniformly a frequency range from 40 to 8,000 cycles and gives 4 db higher playback level.

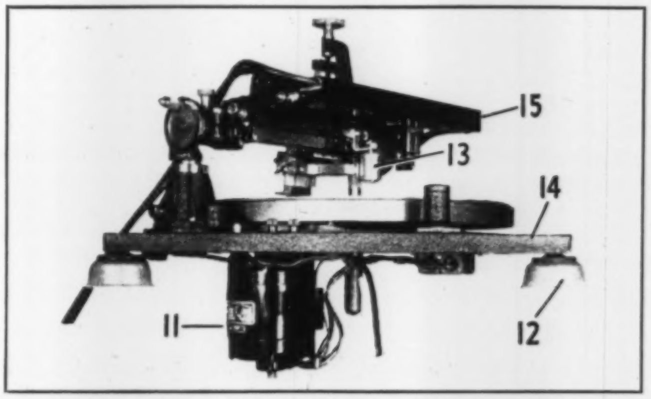
11. New, vibrationless motor.

12. Shockproof mountings suppress vibration from outside sources.

13. Vertical damper suppresses transient modulation, eliminates flutter, prevents patterns due to vibration or surface irregularity in discs.

14. Sixty-pound cast iron base assures permanent alignment of turntable and cutting mechanism.

15. Automatic equalizer assures full frequency response range throughout 33⅓ RPM recordings.



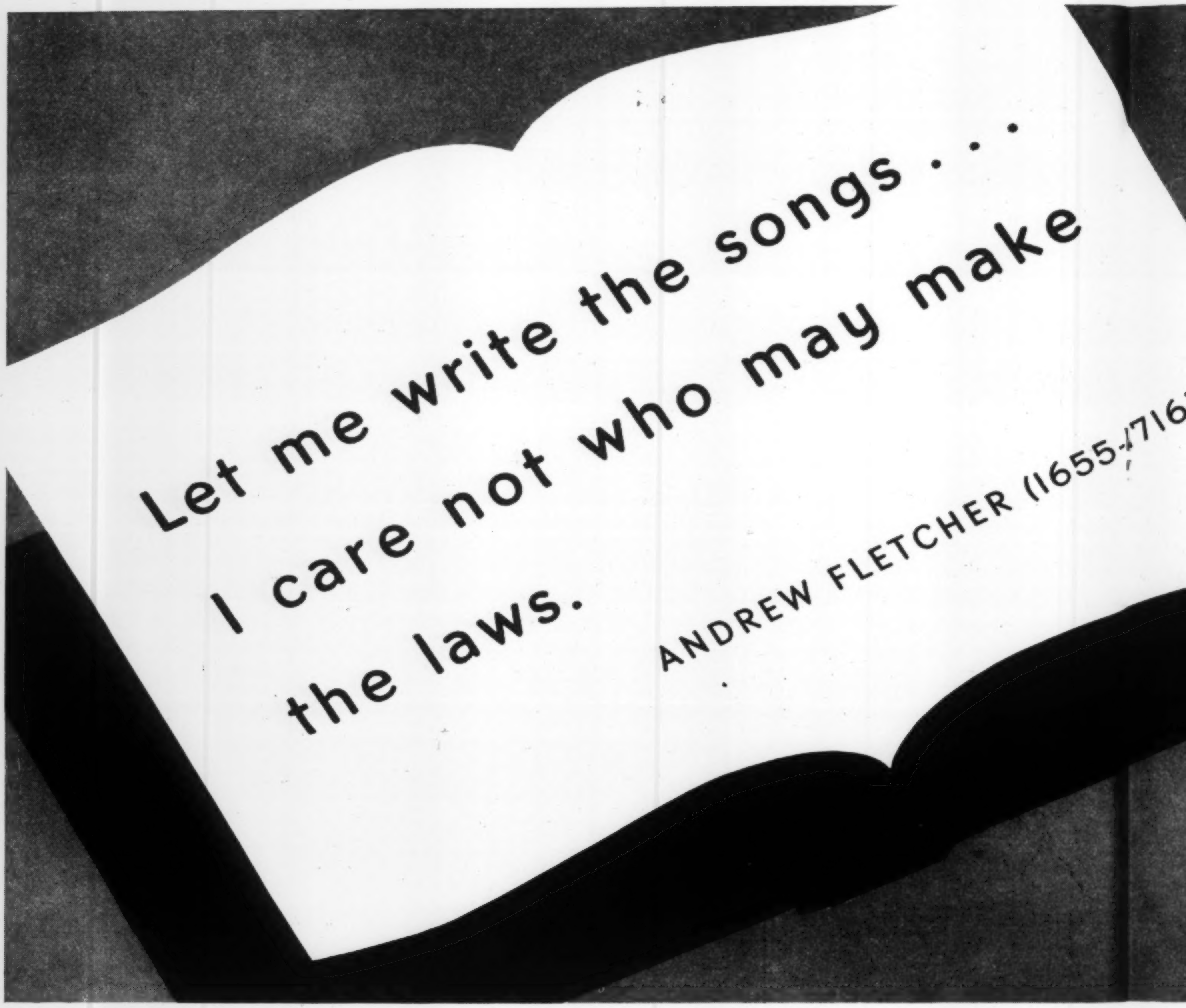
Mounting dimensions of the new Presto 8-A recorder are the same as the Presto 6-C and 6-D portable recorders. A liberal trade-in allowance will be made to radio stations and studios that wish to bring their recording facilities up to date. In writing give type and serial number of your present turntables.

PRESTO RECORDING CORPORATION

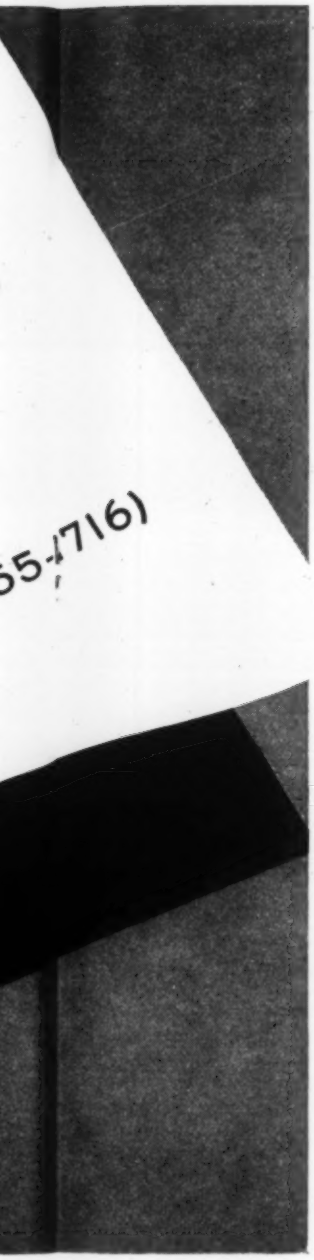
242 West 55th Street, New York, N. Y.

NORMAN B. NEELY · 5334 Hollywood Boulevard · Hollywood, Cal.

California Representative for Presto Recording Corporation


Let me write the songs . . .
I care not who may make
the laws.
ANDREW FLETCHER (1655-1716

A song or a story—including your sales story—
ears, more regularly. ● For here are stations wh
people in their markets. They sing the songs the
to hear it, and give them entertainment they en
pany that when Spot Broadcasting is indicated t
household heads will make it a rule—if not a la



story — broadcast by these stations will reach more
tions who keep a constant finger on the pulse of the
ongs they like, broadcast the news the way they want
they enjoy the most. ● Make it a law in your com-
licated these stations shall be on your lists. You'll find
not a law — to favor your product in these markets.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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New Danger Signal

THE BLUE-NOSE brigade has won its first skirmish in what apparently is a drive toward return of prohibition. It has succeeded in getting the Johnson Bill to bar radio advertising of alcoholic beverages reported to the Senate by the Interstate Commerce Committee. Other media would not be affected.

The principle involved in this legislation is so dangerous to radio that no broadcaster, whatever his feeling on the prohibition issue, can afford to ignore it. Radio is singled out for a ban on a particular class of commodity. It is outright censorship, aside from the hardship it places upon a competitive advertising medium. Newspapers and magazines can continue accepting liquor, beer and wine advertising without let or hindrance—but not radio.

Hard liquor advertising on the air is practically non-existent today. That is because broadcasters, as a matter of good taste, *voluntarily* have abandoned that revenue source. But surely beer and wines should no more be excluded from the air than from the printed media. To do so discriminates against the medium, and also flaunts the wishes of the people who *voted* repeal and thereby elected to place a bottle of beer on a par with a bottle of catsup.

Therein lies the real danger. If the advertising of any one legal commodity can be prohibited over the air by Government fiat, then the advertising of other commodities likewise can be restricted. It is the duty of every broadcaster to move in his own defense to prevent such rank discrimination.

In the Bosom

SIX MONTHS and two million words after it began its inquiry, the FCC Network Monopoly Committee is about to undertake drafting of its conclusions and recommendations. Where it will stop, nobody knows. But it is a safe guess there will be recommendations to Congress for legislation which at least will propose licensing of networks.

As investigations go, this one probably served a purpose. The networks and other segments of the industry were enabled to tell their story. Unfortunately, those very members of the committee who are least informed on the subject of broadcasting heard least of the testimony by reason of prolonged absences.

There were several sour displays during the marathon. As expected, it was occasionally used as a sounding board by self-serving groups. Some of the testimony in the record, which stands unrefuted, should have been answered in the industry's interest. We trust the committee will give proper weight to testimony of that nature, for its character and purpose was evident on the face of it.

Among other things, the FCC committee will essay to determine whether networks have suppressed the development of transcriptions. Irrespective of that, and notwithstanding AFM's worn-out "canned music" argument, we feel the committee heard enough to warrant elimination of the mandatory transcription announcement. That would at least give transcription spot an opportunity to compete for audience on equal footing with "live" programs.

We gather that at least two members of the committee feel that, with respect to network-affiliate relations, much was held back. It might not be going afield to observe that these members feel regionals and locals were "intimidated" by networks. With no disposition whatsoever to side with the networks, we hardly think that true. Our recollection of the testimony is that a number of affiliates were frank and open in the discussion of affiliate contracts.

Quite a splash was made as the hearings drew to a close by the MBS motion, through its counsel, Louis G. Caldwell, that the Commission in effect enjoin NBC and CBS affiliates from negotiating contracts beyond Dec. 31, 1940. That, we feel, smacked of invitation to rate regulation by the FCC. Broadcasters are—or at least should be—competent to negotiate their own business contracts. Spokesmen for affiliated stations, in reply to FCC questions, specifically rejected suggestions of FCC intervention—at this stage in any event. Moreover, it appears to us that if the Commission has the power to make such regulations, it can do so (and probably would) on its own motion. Private contracts, under such circumstances, would hardly be binding on the regulatory body.

With all deference to MBS, which has done an excellent job in a field in which it entered rather late, we feel the competitive element in broadcasting should be maintained. Stations are not required, under duress, to sign any network contract. Broadcasting must be either competitive or stringently regulated in a business way. It can't be both. The need is for less, not more regulation.

The RADIO BOOK SHELF

A 92-PAGE booklet, *Patent Policies of the Radio Corp. of America*, has just been issued by RCA. Volume was written by Otto S. Schairer, vice-president in charge of RCA's patent department, who says in his foreword that "the purpose of this brochure is to set forth the policies of RCA in developing, acquiring and utilizing inventions."

AFTER addressing more than a million people in the last few years, Elmer Wheeler has written *Tested Public Speaking* (Prentice-Hall, New York, $2), offering pointers on how to perform from the rostrum.

Radio Helps Itself

RADIO did a powerful job of helping itself during "Open House Week". It launched auspiciously what should be a never-ending campaign of showing how a united industry can operate on all fronts in the interest of American radio.

Broadcasting stations during the week of April 17 probably accommodated more visitors than during all of the preceding 17 years of radio history. Ingenious promotional displays, programs and special events broadcasts were contrived by most industry units, from 100-watters to nationwide networks. The public at large for the first time got an idea of what really makes the wheels go round in radio.

Whatever the feeling may be about trade association activity generally, the NAB and RMA certainly deserve the plaudits of all in radio for the direction and follow-through on the campaign up to this point. "Open House Week" demonstrated what can be done with proper coordination and enterprise.

Now that the first broadside has been fired, the industry should not suddenly fold up and call it a day. Stations and dealers, transcribers and manufacturers, should carry on with the "house-ad" theme. The public is for radio because it does the job. And everybody likes to know the inside story, no less of radio than of the movies.

The Fifth Estate

MORE than eight years ago, when this publication took its first faltering steps, the radio-press issue was at its peak. We chose, in our very first issue (Oct. 15, 1931) to call radio "audible journalism"—a projection of the newspaper. Our masthead then bore the slogan *The Newsmagazine of the Fifth Estate*. In the intervening years, radio definitely took on the journalistic aspect, at first doing its own reporting, nationally as well as locally, and eventually showing the press associations and the newspapers that radio would not put them out of business.

Today radio stands recognized by Congress, which is providing full facilities for the "gentlemen of the radio press" who will grace the Washington scene in increasing numbers henceforth. It marks another milestone in radio's sound and steady march under the American Plan.

We Pay Our Respects To —

JOHN SHAW YOUNG

THE NEW YORK World's Fair is a radio fair. To many visitors its chief attraction is the oppportunity to get their first view of television, with that other newly developed means of visual broadcasting, facsimile, the second item on their "must" lists. The latest model receiving sets are on display. The American Amateur Relay League, with a dozen transmitters, gives visiting "hams" a chance to chat with their pals back home. Many of the most popular programs will be moved out of their studios and broadcast from the exposition grounds. In fact, the average Fair-goer likely will return home with a fixed conviction that the "World of Tomorrow" will consist largely of radio.

But to Dr. John Shaw Young, director of broadcasting and television for the Fair, radio's major role at the exposition is to amplify and carry to the four corners of the earth the theme of international goodwill and understanding on which the Fair is based. And, although the Fair's turnstiles have just begun clicking in the first visitors, Dr. Young and his staff already have to their credit the greatest series of international broadcasts ever presented.

Nations' Salute

Each Sunday, beginning on New Year's Day and concluding April 23, just one week before the Fair's opening, the combined nationwide networks of CBS, NBC and Mutual have brought to American listeners the voices of the leaders of government and culture of 17 foreign nations. Each week this *Salute of Nations* brought a half-hour program from one country in which its chief executives paid tribute to the World's Fair, and on April 30, at the exposition's inaugural ceremonies, American statesmen and Fair officials responded in another broadcast which was shortwaved throughout the world to these countries and all others participating in the Fair.

And this, says Dr. Young, is just the beginning. During the entire course of the exposition scarcely a day will go by without at least one program from the exposition grounds going out across the seas to Europe and South America via shortwave radio. Moreover, through his contacts in all parts of the globe, he has arranged for most of these to be rebroadcast by the stations and networks of the countries most interested in each particular program. While one network may have exclusive broadcast rights to a particular Fair feature in this country, there will be no exclusives on international broadcasts, he stated, all of the Fair's many events being available to any broadcast for foreign transmission.

Radio Sells America

As Dr. Young views it, the Fair provides an unparalleled opportunity for radio to sell America, and incidentally American ideas and ideals, to the rest of the world. The Fair's almost inexhaustible supply of entertainment of every type and nationality, he says, affords a choice of programs that not only will be accepted, but welcomed by listeners abroad, and if properly handled each of these international broadcasts can carry a powerful, though palatable, plug for Americanism.

Dr. Young's initial contact with international radio was in 1928 when NBC picked him to handle its first experimental trans-Atlantic broadcasts, a selection based on the qualities of voice and personality that caused radio listeners at home to choose Young as All-American announcer for four years running. But as far back as he can remember he has had an intense interest in life beyond the seas, an urge that sent him to England's famed Cambridge for a year of study after he had completed his course at Yale.

Born in Springfield, Mass., on Aug. 3, 1902, John Shaw Young grew up with a normal boy's love for sports and dislike for the hours his music-loving father forced him to spend practicing on his violin. At Yale, where his chief scholastic interests were English and drama, he joined Alpha Chi Rho, made his first microphone appearance, organized the Yale Aeronautical Association and emerged with a B.A. degree. A year at Cornell Law School convinced him that his interest in the law was only in its dramatic aspects. Then came his year at Cambridge. And in 1925 he returned home and landed his first job as reporter on the *Springfield Republican*. About that time he passed the examination for the Air Service of the U. S. Military Academy, but he asked for a deferred appointment at his mother's request.

Rapid Rise in Radio

Shortly thereafter he deserted the printed for the spoken word, becoming an announcer at WBZ, Springfield, a job that in those days included writing continuity, producing programs, acting in dramatic sketches and participating in whatever other station tasks one's talents permitted. Young's microphone technique developed rapidly and before long he was transferred to the station's Boston studios. In 1928 he went national with NBC, where he remained until 1936.

But merely being the nation's best-liked announcer was not enough for Young. In 1932 he started, at New York University, the first course in radio, apart from engineering, ever given at an American university, and continued to lecture on radio as an associate professor of N. Y. U. until 1938. In 1934, he was sent to England as the first American exchange announcer with the BBC, and during his stay he also lectured on American radio at Oxford's summer school in dramatics. Along the line he found time to win his Ph.D. from N. Y. U., in addition to two honorary degrees, a Doctor of Laws degree from St. Benedict's College in Kansas and a Doctor of Science from Boston's Suffolk University.

After leaving NBC in 1936, Young became radio consultant for J. Stirling Getchell, where he handled Ed Wynn's program for Plymouth and the *Flying Red Horse Tavern* series. He also made his first connection with the Fair as an advisor on radio in 1936, continued his teaching, and sandwiched in a daily quarter-hour of comment on national and international news for General Mills on CBS. The summer of 1937 Young again spent in Europe, lecturing to the executives and announcers of Radijanst, Swedish radio service, at the invitation of the Swedish government. On his return home that fall he agreed to drop his other interests temporarily and to concentrate on his Fair duties.

During his tenure at the Fair, Dr. Young's only hobby is work and plenty of it far into the night. Under less pressing circumstances, he collects first editions and manuscripts and likes nothing better than burrowing for an hour among the treasures in his library. For outdoor exercise he prefers riding and can often be seen cantering through Central Park.

When he has time, Dr. Young resides at 160 Central Park South, New York City. He holds membership in the Yale, Oxford, Center and University of Boston clubs. He is one of the few bachelors among the executives of the Fair and he explains his failure to walk the middle aisle up to now in these words —"I've never had the time."

Personal NOTES

ERNEST H. VOGEL, from 1930 to 1936 with RCA in various advertising, sales and merchandising capacities and recently manager of the radio sales division of General Electric Co., has joined the Farnsworth Television and Radio Corp. as vice-president. He will work under E. A. Nicholas, president of the Farnsworth company, also a former RCA executive, at the new headquarters plant established in Fort Wayne, Ind.

ROY WITMER, vice president of NBC in charge of sales on April 19 addressed the Advertising Club of Baltimore on "New Techniques in Radio Advertising." Arrangements for the address were made by H. C. Burke, manager of WBAL, to help promote interest in radio in conjunction with "Open House Week".

C. W. GILCHRIST, formerly managing editor of the *St. John* (N. B.) *Telegraph-Journal* and *Times-Globe*, has been appointed CBC regional press and information representative for the Maritime Division, with headquarters at Halifax.

DAVID WORRALL, managing director of 3DB, Melbourne, Australia, arrived in Hollywood April 17 on a transcription buying trip. He will remain in the United States four weeks.

ART LINICK, vice-president of WJJD, Chicago, has returned to his office after an illness of several months.

KENNETH O. TINKHAM, manager of KMTR, Hollywood, recently married Countess Sigrid Ryden of Sweden. Mrs. Tinkham leaves on the *S.S. Gripsholm*, sailing from New York May 4, for a four-month visit in Sweden. Mr. Tinkham plans to meet her in England within two months, although he will not be able to sail with her May 4 because of station business.

JOHN M. DOLPH, CBS Hollywood executive in charge of Pacific network programs, has collaborated with Tom Waring, musician, in writing a song, *Ol' Darky, Ol' Mule*, to be published shortly. Dolph wrote the lyrics.

LENOX R. LOHR, NBC president, will speak May 3 before the Chicago Bankers' Club on "The Social Aspects of Radio."

DON HASTINGS, former manager of KDB, Santa Barbara, Cal., has joined the Westamerica Co., Los Angeles, as director of public relations. For several months he has been director of public relations for the Transportation Engineering Board of the City of Los Angeles.

RAYMOND HOLLINGSWORTH, merchandising manager of KGNC, Amarillo, Tex., is the father of a boy born April 17.

EDWARD CODEL, of the sales staff of WBAL, Baltimore, and Mrs. Codel are the parents of a 7¼ lb. son, Michael Richard, born April 20.

EDWARD J. SAMUEL, formerly commercial manager of WMAS, Springfield, Mass., has been appointed secretary of the Chamber of Commerce of Westfield, Mass.

BEHIND the MIKE

GAIL NORTHE, fashion and women's news commentator of Texas State Network, on April 17 was married in Marshall, Tex., to Charles Muskavitch, noted art conservator and bearer of a Russian title. She will continue her radio work. Mrs. Muskavitch is a sister of C. R. Smith, president of American Airlines.

BOB SEAL, San Francisco NBC production manager, on April 18 became the father of a baby girl.

JOHN ROGERS, formerly of KVOO, Tulsa, and KFPW, Fort Smith, Ark., has joined the announcing staff of KOMA, Oklahoma City.

JIM COX, of the publicity staff of WKY, Oklahoma City, will catch for the Wilson & Co. team in the Oklahoma City Semi-Pro Baseball League this season.

DICK MARTIN, news commentator of KGNC, Amarillo, Tex., and aviation editor of the *Amarillo News & Globe*, recently passed his solo flying test for the Government inspector. He now has more than 70 solo hours to his credit.

FRANCES WILDER, CBS Hollywood personnel executive, will participate in the *Education Faces the Future* panel discussions during the California Federation of Women's Clubs State convention in Oakland on May 3.

I. B. KORNBLUM, executive secretary of Los Angeles chapter, AFRA, has recovered from back injuries received in a recent auto accident.

HAROLD BRATSBURG and Dick Hedrick, newscaster, and Frank Arthur, sports announcer, have left the staff of KSAN, San Francisco.

CARLOS W. HUNTINGTON, former director of public relations, and Dick Wynne, former announcer at KYA, San Francisco, have opened an office in the Monadnock Bldg., San Francisco, and are free-lancing in radio production and promotion.

HAROLD AZINE, of the news department of WLS, Chicago, has sold an article on facsimile broadcasting to *Ken* magazine.

GORDON HUGHES, director of NBC-Chicago, and Vera Maher, secretary to E. C. Cunningham, NBC night manager, Chicago, were married April 21 at the American Embassy, Mexico City.

BILLEE BYERS, actress at KPO-KGO, San Francisco, who broke her right leg twice within the past year, fractured her right thigh recently when the automobile in which she was riding crashed into a telegraph pole.

HELEN KELLIE, secretary to Niles Trammell, executive vice-president of NBC-New York, in April joined his office staff in New York.

RUTH GLASSCOTT, radio writer and actress, has joined the continuity staff of KOMO-KJR, Seattle.

KING HARMON has replaced Nick Marianna as continuity editor of KGVO, Missoula, Mont. Marianna resigned to devote full time to his post as commissioner of semi-pro baseball in Montana.

BILL KENNEDY, formerly of WWJ, Detroit, and Russ Russell, of WGN, Chicago, and KMOX, St. Louis, have joined the announcing staff of WTAM, Cleveland.

RADCLIFFE HALL, formerly production director and announcer of WGY, Schenectady, has been transferred to NBC's New York staff as announcer.

Earl Sowers

EARL SOWERS, veteran newspaperman who supervised the installation of WRNL, Richmond, but resigned April 1 as its manager to go South for his health, died April 23 of a heart attack in Tampa, Fla. He had gone to Tampa as assistant managing editor of the *Tampa Tribune*. Mr. Sowers was formerly managing editor of the *Richmond News-Leader*. Its owners several years ago purchased WPHR, Petersburg, Va., moving it into Richmond in December 1937 to be operated as WRNL, and Mr. Sowers was selected as its first director. He was succeeded at WRNL by Edward S. Whitlock, formerly in the radio distributing business in Charlotte.

Mr. Sowers

L. Gordon Thompson

L. GORDON THOMPSON, 34, producer for J. Walter Thompson Co. on the NBC *Rudy Vallee Hour*, sponsored by Standard Brands Inc., died in the agency's Hollywood offices April 19 following a heart attack. He was checking the script for the following day's program when stricken. A pioneer radio producer, Mr. Thompson was in charge of the first Vallee show in 1929. After graduation from Wesleyan College at Middletown, Conn., he joined the reportorial staffs of the *Philadelphia Ledger* and later the *New York Sun*, becoming affiliated with J. Walter Thompson Co. in 1928. He took over the Vallee show a year later and was also given other assignments by the agency, including organization of its London radio department. Mr. Thompson rejoined the Vallee program last December. Surviving are his widow and a 9-month-old daughter, Dabney. Burial was in Greenwich, Conn. Tony Stanford, of the agency's Hollywood staff, has taken over production of the Vallee show.

EDDIE SOBOL, long an associate of Max Gordon and himself a director of several Broadway hits, has been added to NBC's television staff as a program director. Mr. Gordon, who recently joined NBC as a television advisor, is at present in Hollywood to produce "Abe Lincoln in Illinois" for RKO. While there he plans to study the use of film for television broadcasts and also to survey the television possibilities among movie personalities.

HENRY DUPRE, special eventer of WWL, New Orleans, was laid up for several days recently from injuries and face lacerations received when the car he was driving crashed into a telegraph pole.

VIC RUGH has been placed in charge of the enlarged special events and sports department of KTUL, Tulsa. Vivian Sandler, traffic head for the last five years, has been named head of the KTUL program department, with Margaret Kilgore as assistant.

JOHN C. SCHRAMM, program director of WOV-WBIL, New York, is the father of a baby girl, born April 24.

DAVE DRISCOLL, chief of MBS' special features division, recently married Elizabeth Fredericks at New York's Little Church Around the Corner.

SYRACUSE BOYS
WFBL Claims Alumni Have Done Big Things

WFBL, Syracuse, points with pride to the progress of its "alumni" in the radio world. Jack Shannon, CBS tenor, was WFBL's program director four years ago. Jimmy Van Heusen, composer of the outstanding song hits "Deep in a Dream", "So Help Me", and "Good For Nothing", rose from WFBL ranks to Remick. Another is Ernie Chappell, currently handling Orson Welles *Campbell Playhouse* for CBS.

Other successful WFBL graduates include Bill McGrath, production manager of KNEW and his assistant, Ed Jacobs; Bruff Olin, commercial manager of WBRK; Charles Delaney, commercial manager at WTHT; King Horton, commercial manager of WEEI; and Claire Sherman, now with the CBS Artists Bureau.

HOLLIS (Doc) HULL, announcer with KWOS, Jefferson City, Mo., and Miss Emma Sheffler of Warsaw, Ill., have announced their engagement, the marriage to take place this summer.

GARRY MORFIT, recently guest m.c. on Ransom Sherman's *Club Matinee* in NBC Chicago studios, has been released by KWK, St. Louis, to accept an offer to conduct the show Fridays and Saturdays while Sherman attends to other commercial duties.

HOWARD CARRAWAY, chief announcer of KGKO, Fort Worth, is teaching courses in radio at the Myrtle Dockery School of Fine Arts in the city in addition to his station duties.

Meet the LADIES

IDA A. McNEIL

KGFX at South Dakota's capital, Pierre, is largely a family affair, owned and managed by Mrs. McNeil and operated from the first floor of her residence with son Robert James, 16, as part-time announcer, and son Richard Dana, 14, inheriting his late father's technical aptitude to such degree that his mother believes he could operate the station if licensed to do so. Mrs. McNeil inherited the station from her husband, Dana McNeil, who died in 1936 and who founded it originally in 1916 as an amateur hobby. She has worked with it in all capacities ever since it turned commercial in 1930 and takes a leading role in all community and civic affairs.

O'DARRELL CUNNINGHAM, formerly of KTOK, Oklahoma City, and WCBS, Springfield, Ill., has joined WDZ, Tuscola, Ill., as production manager. Bernie Johnson, formerly of WDWS, Champaign, also has joined the announcing staff, and Jay Krup, former city editor of the *Lawrenceville* (Ill.) *Daily Record*, has joined the WDZ news staff as news editor.

PAT ALAN, formerly announcer and vocalist with WMBD, Peoria, and WBOW, Terre Haute, has joined the staff of WCLO, Janesville, Wis.

CLARENCE H. TALBOT, formerly of KHQ, Spokane, and KIRO, Seattle, and Robert Harris have joined the announcing staff of KOIN-KALE, Portland. Fred Aiken, formerly in radio in California, has joined the KOIN technical staff.

JACK BERRY, since last June announcer on WORL, Boston, has joined the announcing staff of Yankee Network, Boston.

RUSS HODGES, sportscaster for the last four years of WIND, Gary, Ind., has joined the staff of WBT, Charlotte, N. C.

LAWRENCE KELLEY, head of the transcription department of WXYZ, Detroit, will marry Martha Reidel, of Detroit, on April 22.

DOUGLAS BROWNING, formerly of WLW, Cincinnati, has joined the announcing staff of NBC in New York. King Whyte, recently production manager of WALR, Zanesville, succeeds him at WLW-WSAI.

LOUIS E. TAPPE, radio copy chief of Weill & Wilkins, New York, on April 29 left for Bermuda to spend several months recuperating from a recent attack of influenza.

JOHN M. KEYS, formerly of the *Gary* (Ind.) *Post-Tribune*, has joined the press staff of NBC-Chicago.

HOWARD McCAULAY, formerly of KJBS, San Francisco, and more recently with the RCA television exhibit at the Golden Gate Exposition, has joined KSRO, Santa Rosa, Cal., as announcer. He succeeds M. MacMahon, resigned.

JEAN LOVERE, lecturer, teacher and former director of the Food Chemistry Institute, Hollywood, has joined WHLS, Port Huron, Mich., to conduct the *Good Neighbor* program.

FRED FOX, formerly in merchandising service and Al Zitcer, formerly in the technical department, recently were transferred to the production department of KYA, San Francisco.

KLEVE KIRBY, announcer of WWL, New Orleans, who has taken up aviation, made his first solo hop in Mid-April.

LUD GLUSKIN, CBS Pacific Coast musical director, Hollywood, will direct music for the Edward Small film, "The Man in the Iron Mask".

JACK KRETSINGER, sports announcer and program director of KGKB, Tyler, Tex., recently married Ethel Rita Haley.

LIONEL RICAU, for the last three years on the announcing staff of WWL, New Orleans, has joined WSM, Nashville.

DR. SETH MAKER, commentator on the Pacific Coast Don Lee-Mutual network, has returned to the air, following a long illness.

BARBARA BATES, formerly of the *Yankee Press & Dakotan*, has joined the continuity department of WNAX, Yankton.

DON FRANK, of the announcing staff of WAPI, Birmingham, Ala., is planning a 12-week leave of absence to return to the University of Alabama for his degree. John Michael McKnight will take over his announcing duties.

PHIL BERNHEIM, formerly of KYOS, Merced, Cal., has joined the announcing staff of KRE, Berkeley, Cal.

NED BURMAN, formerly of KGDM, Stockton, Cal.; Steve Bryher, of Vancouver, B. C., and Dick Ellers, for more than 10 years an NBC announcer in San Francisco, recently joined the announcing staff of KYA, San Francisco. Bert Buzzini and Richard Wynee have resigned from the KYA staff.

HAL THOMPSON, sports announcer of WFAA, Dallas, on April 23 addressed a meeting of the Texas Intercollegiate Press Assn. at Texas Wesleyan College, Fort Worth, on "Radio as an Adjunct to Newspapers".

DICK NOBLE, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WCBS, Springfield, Ill.

AL AMUNDSEN, former continuity director of WMBH, Joplin, Mo., is now in charge of copy at KUJ, Walla Walla, Wash.

JOHNNY MURRAY, KHJ, Los Angeles commentator, is the father of a girl born in March.

BOB HARRIS, announcer of WMCA, New York, on April 18 became the father of twin girls.

BETTY PHILLIPS, 14, reputed to be Hollywood's youngest commentator, after an absence of several months, has resumed her weekly quarter-hour, *Through the Eyes of Youth*, on KMPC, Beverly Hills, Cal.

WAYNE CREW, Iowa U graduate, has joined the continuity staff of WMT, Cedar Rapids, Ia.

MIKE DILLON, formerly newscaster at KCKN, Kansas City, and KVOR, Colorado Springs, has joined the newsroom of KLZ, Denver. Austin Williams has joined the KLZ announcing staff. Chuck Inglis now is on the promotion desk.

VIVIAN BROWN, assistant to Al Simon, publicity director of WHN, New York, was married on April 20 to Samuel Glaser. After a short honeymoon, she will return to WHN.

CHARLES SEIFERD, formerly of KWTO, Springfield, Mo., and KBIX, Muskogee, Okla., has joined the announcing staff of KTRI, Sioux City, Ia. John Black has joined the KBIX announcing staff.

TOMMY PLASTER, formerly of KTAT, Fort Worth, and TSN, has joined the announcing staff of WSIX, Nashville, succeeding B. George Barber Jr., who has gone with WJHL, Johnson City, Tenn.

WALTER SVEHLA, senior announcer of WQAM, Miami, married Thelma Carroll April 25.

ROY PARKS has been named musical director of WQAM, Miami, succeeding Jack Thurston, who recently joined WIOD, Miami.

JIM TURNER, program director of WSIX, Nashville, recently married Miss June Duntley.

Gordon in Hollywood

MAX GORDON, recently appointed NBC's television advisor and assistant in the production of televised programs, arrived in Hollywood from New York on April 20 for a two-month stay. He will produce his stage success "Abe Lincoln in Illinois" for RKO and continue his television studies for NBC. While on the West Coast Mr. Gordon is to study the use of films for television broadcasts and with the cooperation of John Swallow, NBC western division program manager, make a survey of talent possibilities from the motion picture and radio field. While continuing his work in the theatre and motion pictures, Mr. Gordon will cooperate closely with John Royal, NBC vice-president in charge of programs, in the development of television.

Foster Joins Shepard

FRANK P. FOSTER 2d, formerly with National Radio Advertising Inc. and more recently with Hearst Radio Inc., has been appointed sales promotion manager of both Yankee and Colonial Networks, it was announced April 20 by Linus Travers, vice-president in charge of sales and production for both networks. With Mr. Foster's appointment, Carlton McVarish, former sales promotion director, became head of merchandising and market research.

Bireley's Listing

BIRELEY'S Inc., Hollywood (bottled orange, grape and tomato juices), through Raymond R. Morgan Co., that city, on June 1 will start a 10-week spot announcement campaign, five a week, on 20 stations nationally with dealer tie-ins. Daily newspaper ads will be used. List of stations is now being compiled.

Plans for New KVAN

CONSTRUCTION of the new KVAN, Vancouver, Wash., opposite Portland, is nearing completion and the station will go on the air about July 4, according to Walter L. Read, general manager. Paul W. Spargo, formerly chief engineer of KOOS, Marshfield, Ore., once owned by Mr. Read, will be chief engineer. Other members of the staff remain to be selected. The station will operate with 250 watts daytime on 880 kc., using a composite transmitter. Gates speech input, Hoke tower, RCA and WE microphones and General Radio monitor equipment. It will be controlled by Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield, and the *Salem Statesman* and owner of KOOS.

WKAQ, San Juan, Porto Rico, was authorized by the FCC April 22 to pick up sustaining programs from W3XAU, shortwave adjunct of WCAU, Philadelphia, and rebroadcast them on a non-commercial experimental basis for 30 days.

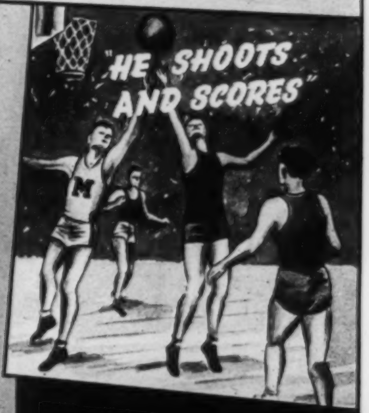
Bains Named Assistant To New Commissioner

APPOINTMENT of George W. Bains, former City Attorney of Bessemer, Ala., as secretary and administrative assistant to Commissioner Frederick I. Thompson of the FCC was announced April 14, a day following the Commissioner's induction into office.

A graduate of the Naval Academy in 1925, Mr. Bains has had training in electrical engineering and during his Navy service for two years was a communications officer aboard the *Wyoming*, then flagship of the Atlantic fleet. He practiced law for ten years in Bessemer and is a graduate of the Birmingham School of Law. He was City Attorney from 1931 to 1937. He became acquainted with Commissioner Thompson when he appeared before the Alabama Public Works Advisory Board in connection with a $1,250,000 allotment for the construction of a municipal power system at Bessemer.

"BATTERY FOR TODAY"

"3 DOWN AND 1 TO GO"
22



OUR ADVERTISERS PROVIDE 1,739,285 SEASON TICKETS FOR THE WOWO FAMILY*

Take for example, 1938-39 basketball just concluded — 4 regional clients sponsored a total of 56 games for more than 1½ million members of the WOWO Family.

WOWO's yearly increasing schedule of Sportcasts has found ready sponsorship—proof that these "Season Tickets" DO open doors for our advertisers. Wire or write for "Proof of Results" and current Sportcast availabilities.

10,000 Watts
1160 Kilocycles

NBC Basic Blue
Network

*545,890 Radio Homes
in Ind., Ohio and Mich.

WESTINGHOUSE RADIO STATIONS, INC.

For 8 consecutive years sponsors have been cashing in on WOWO SPORTSCASTS

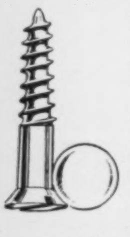
WOWO
FORT WAYNE • INDIANA

FREE & PETERS,
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

Merchandising & Promotion

Screwballs—Shetland Ponies—Tale by Esty—Checks And Plugs—New Orleons Code—Brochures



AN INITIAL order of 10,000, almost immediately raised to 20,000, had to be placed to answer the demands for NBC's "screwball" emblem, symbolic of the New York World's Fair though actually designed to promote "Doc" Rockwell's Tuesday night *Brain Trust* program on NBC-Blue. Everyone from President Lohr down has been wearing the emblem at NBC headquarters, where the first offer during one program last month immediately exhausted the supply. Requests are still coming in from listeners, stations, sponsors, agencies and in fact apparently everyone related to radio. The offer was withdrawn April 18 after the response had swamped the network with 21,000 requests. NBC is still cogitating whether to order a re-supply.

* * *

WICC Tries Car Cards

PAD OF 25 detachable weekly programs features the new 11 x 42 inch two-color car cards being tested by WICC, Bridgeport, Conn. Serving a daily estimated average of about 162,655 commuters in the New Haven area, the blue and yellow strips were placed in 266 street cars and buses April 23. Each sheet of the perforated program pad carries a complete weekly WICC program, with programs changed each Sunday, refills when necessary.

* * *

Fels at the Fair

FELS & Co., Philadelphia, which sponsors the *Hobby Lobby* program on NBC-Blue, will tie-in the radio program with the hobby exhibit under the same name which has been set up in the Children's World Bldg. at the New York World's Fair. Inter-relation between the two for publicity is now being worked out by Young & Rubicam, New York.

* * *

Post Cards for Discs

HOLLYWOOD AIRSHOWS, Hollywood production unit, for its five-minute transcribed series, *Here's What I Saw*, has developed a merchandising supplementary campaign. It includes newspaper copy and mats along with a series of illustrated post cards for sponsor mailing.

Meadolake Ponies

MEADOLAKE FOODS, Sherman, Texas. (margarine), on its *Slo 'n' Ezy*, blackface program, on WFAA, Dallas, is conducting a contest during which four Shetland ponies, complete with saddles, blankets, bridles and martingales, will be given boys and girls submitting the best names for the ponies. Names must be accompanied by a Meadolake carton front. Contest, which began April 17, closes after four weeks.

* * *

WSAI's New Service

FIRST RELEASE of the *WSAI News Service*, new weekly publication of WSAI, Cincinnati, appeared recently to supplement the station's regular publicity service for clients. The new *Service* includes news stories of WSAI's sponsored programs for the coming week, a biography of some station personality and a page of brief items on WSAI people in and out of the studios.

* * *

Wire Promotion

COPPER "hairpin", a 6-inch chunk of the 99,000 feet of No. 10 copper wire forming the ground system of the new $70,000 transmitter of WIBW, Topeka, Kan., is enclosed in a window mailing piece distributed by the station, under the cover caption: "Buried—in a shallow grave 12 inches wide, 10 inches deep and 825 feet long!"

* * *

Measured Accounts

THIRTY-INCH long list of advertisers using WKRC, Cincinnati, with the products they advertise is included in a recent mail promotion of the station. The 36-inch sheet carrying the names also provides an imprinted 30-inch ruler measuring out the accounts.

* * *

Philadelphia Display

WFIL, Philadelphia, has installed a 26-foot glass window display case in the reception lobby to exhibit merchandise advertised by the station. Displays will be rotated every week, according to Murray Grabhorn, promotion director.

NEWS EDITORS and commentators of four Ohio stations conferred at the McCann-Erickson offices in Cleveland preparatory to the launching of news programs under the sponsorship of Standard Oil of Ohio. Stations selected for the campaign are WGAR, Cleveland; WHIO, Dayton; WKBN, Youngstown; WKRC, Cincinnati. Present were (bottom row, l to r) Dick Cull, WHIO, Dayton; John Murphy, WGAR, Cleveland; Dave Brown, commercial manager, WHIO, Dayton; Albert M. Sommer, McCann-Erickson; Wally Link, WKBN, Youngstown. In top row, Ralph Worden, WGAR, Cleveland; Eugene Carr, assistant manager, WGAR, Dick T. Roll, WHIO, Dayton; Bill Williamson, commercial manager, WKRC, Cincinnati; E. E. Evans, sales manager, WKBN, Youngstown; Charles V. Lutz, WKRC, Cincinnati; Gordon Cates, McCann-Erickson.

Esty's Story

ONE-MINUTE announcements, with low talent and time costs, are the subject of a promotion piece recently sent out by William Esty & Co., New York agency. Twelve-page brochure, illustrated with cartoon-style drawings, stresses the pulling power of this type of radio when it is done in the Esty fashion, with the agency's best writers and best producers employed in giving them showmanship and salesmanship. Back cover holds a 10-inch phonograph record that sums up the subject in a phone conversation between an advertiser and an Esty executive, who asks to be called or written for a demonstration.

* * *

Program Plugger

NEW METHOD of conducting *Invitation to Listen*, weekly quarter-hour promoting sponsored broadcasts of WLW, Cincinnati, has been started to impart a movie trailer technique to the feature, according to Beulah Strawway, WLW promotion manager. Under the new plan shows to be plugged on the program are scheduled from two to four weeks in advance. Agencies are then contacted for copy and given the privilege of writing the script or supplying the material. Scripts written by the WLW continuity department are sent to the agencies for approval before they go on the air.

* * *

Bigger Grocery Prizes

WEST COAST SOAP Co., sponsoring *Parents Powow* weekly on KPO, San Francisco, has increased its contest prizes for letters on parents' problems and how to solve them. The new offer includes a $10 grocery order, five $1 grocery orders and two one-year subscriptions to *Parents' Magazine*. All entries accompanied by Powow label will receive an order on grocer for a large can of the cleansing powder.

* * *

Parade by Hearn

TO HERALD Hearn's Department Store's new *Children's Theatre of the Air* program on WHN, New York, a street parade with the band of the Sobol Post Jewish War Veterans was held the first day of the broadcast. Ed East is in charge of the juvenile program, which presents a guest artist each week in addition to the juvenile talent.

* * *

Chromatic Promotion

MULTI-COLORED scrap books are being prepared by WLW, Cincinnati, for prospective advertisers. Each page will be devoted to a different WLW sponsored program in which brochures, window streamears, publicity releases and all promotional material connected with the program will be placed.

* * *

Money Marker

ATTACHED to every check issued by WQAM, Miami, is an onionskin slip saying in bold red letters, "Money spent with WQAM returns to local business men".

Promotion Piece for Sale

KYA, San Francisco, has developed a piece of promotion for some of its programs and sells the data for cash. In March KYA published the first in a series of booklets titled *A Guide to Better Music*. The 24-page booklet contains programs for the entire month of the station's two-hour symphonic broadcast *Evening Concert*. It gives complimentary space to advertisers; runs several articles on music; lists outstanding programs to be heard on the station and calls attention to the major music events to be held in San Francisco during that month. The booklet, conceived by Station Manager Reiland Quinn and edited by J. Clarence Myers, is advertised on the air during the *Evening Concert* and *Morning Concert*. It is offered to any listener who sends in 10 cents. Several hundred were placed on newsstands.

* * *

WWL Uses Steno Code

A PAGE from a stenographer's note book is clipped to a file folio containing promotion material for WWL, New Orleans. The page has a shorthand message in two systems, advising stenographers to catch their bosses in a good mood and then show them the promotion file. Signatures are those of Marian McCloskey, secretary, and her boss, Vincent F. Callahan, WWL manager.

* * *

Piano Contest

NOVEL contest idea developed by WHB, Kansas City, for the piano department of a local department store is a search for the oldest piano in Kansas City. Set for a four-week run, the competition offers prizes of $10 per week and a $25 grand prize. Winning pianos are put on the air via WHB transcription facilities. First week of the contest yielded 200 piano prospects.

* * *

Retailer's Battle Promoted

WKRC, Cincinnati, mailed 2,000 letters enclosing placards for display to all grocery and drug retailers in the area when teams made up of Cincinnati grocers and druggists competed on the station's *Right or Wrong* program. Cash prizes were awarded.

BROCHURES

KNX, Los Angeles: Rate card along with a promotion letter from Donald W. Thornburgh, KNX manager, inserted in two-color brochure.

WHK-WCLE, Cleveland: Red-and-blue brochure, "Crescendo", announcing 23 radio shows.

KFYR, Bismarck, N. D.: Rate card-coverage brochure combination, folded into shape of "open door to 600,000 homes".

WHO, Des Moines: Trio of colored pictorial brochures, on same format.

KDYL, Salt Lake City: Two-color promotion folder, "Showmanship is the Ship to Sail On".

WOWO, Fort Wayne: Red and black newscast promotion folder, "We Have to Say Flash", featuring Newscaster Bob Wilson, coverage and market analysis.

WLAW, Lawrence, Mass.: Two-color promotion folder showing station coverage and market statistics.

WCAO, Baltimore: 24-page booklet containing a detailed history of the station, pictures of staff members, etc.

WOC, Davenport: Three-color 20-page plastic bound brochure.

WKY, Oklahoma City: Full-color plastic-bound 32-page brochure consolidating the *Men, Methods and Machinery* series of Oklahoma Pub. Co.

Films Gird for Television

(*Continued from page 22*)

articles and books dealing with television and its relationships to motion pictures; to provide data on equipment, methods and use of films, with respect to their present status and probable trends; to establish standards, and to handle special problems such as inter-industry coordination, future equipment needs and specifications, and the like.

"It is impracticable at the present time to report specifically on a number of items falling within the scope of the committee because the technic of television is in a state of flux, and many phases of the art are really in the experimental stage," his report continued. "As a basis of a temporary acceptable policy for the motion picture industry, the opinion appears to be that the present motion picture standards are acceptable for television, and that television will try to work toward those standards."

E. W. Engstrom, RCA research director, described the development of a simplified television "preview" system which enables producers to determine in advance films most suitable for televising. The preview apparatus is contained in a compact console measuring only 44 inches high, 34 inches wide and 21 inches deep. A standard "inconoscope" television pickup camera and film projection equipment are used in conjunction with it. Mr. Engstrom also gave details on apparatus which automatically adapt the 24 frame per second speed of motion picture film to the 60 interlaced pictures, per second standard speed of television scanning.

"With the development of both the new television adapter equipment and the previewing system, there are no serious practical difficulties in the way of utilizing present day motion picture standards for television purposes," he said. This, Mr. Engstrom pointed out, immediately opens up two important motion picture sources for television entertainment — first, films that have already been made for theatre audiences may be used for televising purposes; second, films made especially for televising need not deviate from existing movie standards, nor will they require any extra processing.

DuMont's Warning

Differing with standards that have been set up by the Radio Manufacturing Association, Allen B. DuMont, head of DuMont Laboratories, in a paper which was read for him, warned against adoption of standards that might hinder future development of the television art.

"Engineering progress comes daily through constant, continued research and development," he warned. "It is obvious therefore, that at some future date our present day so-called high-definition television will compare only with the crystal detector, headphone days of radio. At that time, however, there will be a tremendous investment by the public in television receiving equipment, and the obsolescence of such an investment will not be cordially received. It is necessary however, that such changes take place, and the problem of the present day engineer is to design his receiving equipment in anticipation of such changes."

The exacting requirements of live television production were emphasized by A. W. Protzman, NBC New York television engineer, who described to the delegates and guests a long series of experimental projects which the network and RCA engineers have been carrying on to develop a suitable studio preparatory to the launching of high definition television program service in the home.

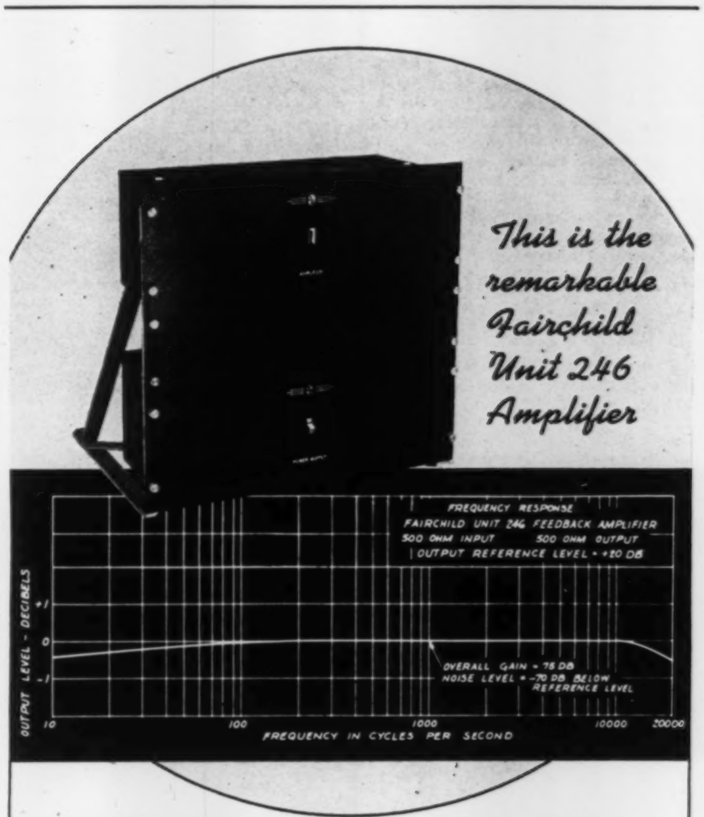
Harry R. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, unfolded the story of how a television director commands his studio staff and makes changes in program enactment by telephone as he sits in front of his television receiver at home, several miles away. He also reviewed the achievements of that company's television transmitter, W6XAO, since its inception in 1931. He revealed that more than 11,000,000 feet of film has been transmitted over the station which currently releases live shows four times weekly and films twice weekly. W6XAO is the only television transmitter on the West Coast.

Video Technical Papers Appear in *RCA Review*

WITH television taking the center of the technical stage, *RCA Review*, quarterly journal published by RCA Institutes Inc., devotes most of its April edition to technical discussions of various phases of the visual broadcasting art. Included are articles on "Television Transmitting Antenna for Empire State Bldg.", by Niles E. Lindenblad; "Gamma and Range in Television", by I. G. Maloff; "Transmission Lines as Coupling Elements in Television Equipment", by S. W. Seeley and C. N. Kimball; "Field Strength Measuring Equipment for Wide-Band U-H-F Transmission", by R. W. George: "Measurement of Phase Shift in Television Amplifiers", by William A. Fitch and William S. Duttera; "Wide Band Variable-Frequency Testing Transmitters", by G. L. Usselman; "A Wide-Range Video Amplifier for a Cathode-Ray Oscilloscope", by Albert Priesman; "Measurements of Admittances at Ultra-High Frequencies", by John M. Miller and Bernard Salzberg.

Selling Utah Local

THE 100-watt KEUB, Price, Utah, will be sold for $6,500 to A. W. McKinnon, local grain and feed dealer, and Jack Richards, its commercial manager and program director, if the FCC approves an application for transfer of ownership recently filed. Sam G. Weiss, local banker and wool buyer, proposes to sell 4,500 shares of the stock to Mr. McKinnon and 1,042 shares to Mr. Richards.



IMAGINE A FEED-BACK AMPLIFIER FLAT WITHIN .3 OF A DECIBEL FROM 15 TO 15,000 CYCLES . . . !

From Fairchild's precision-instrument laboratories has come a feed-back amplifier which sets a new standard for distortion-free range. Designed to meet the demand for greater fidelity in broadcasting, recording, playbacks and in the laboratory, it has literally amazed engineers who gave it thorough tests at recent previews. The specifications speak for themselves:

Overall gain—75 db.
Noise level—50 db below "0" level.
Rated at 23 watts into 500 ohm resistive load.
Input impedance Multiple line: 50, 125, 250, 500 ohms.
Output impedance: 16 and 500 ohms.
Input line volts: 110 to 125V; 50 to 60 cycles AC.
Distortion: .3% at rated output.
Size: Fits 19½" relay rack—7" high panel. 2 units—amplifier and power supply each this size.
Cover: Dust cover removable from rear—quick release, no screws.
Accessibility: Front panel removable by release of four thumb screws. All wiring then accessible.

For full information, send for descriptive literature

". . . it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

KFNF Now Asks Omaha Move Dropped by KMA

KMA, Shenandoah, Ia., having recently dropped its application for authority to move to Council Bluffs, Ia., just across the Missouri River from Omaha, KFNF, also of Shenandoah, has applied to the FCC for a permit to make the same move. KFNF is owned by Henry Field, seed merchant, and managed by Marvic H. Peterson. It is a regional on 890 kc., sharing time with KUSD of the University of South Dakota. KMA is owned by Earl May, also a seed merchant, and is a regional on 930 kc. When KMA, which is an NBC-Blue outlet, made its application last month, it was indicated that the purpose was to have an NBC-Blue outlet in the Omaha area to replace KOIL, which recently dropped from that network to join CBS.

KDRO are the call letters assigned by the FCC for the new local station at Sedalia, Mo., authorized last month by the FCC [Broadcasting, April 15].

Supreme Court ASCAP Rulings

(*Continued from page 28*)

monopolistic price fixing in restraint of trade is not "novel" and "unique" and raises no "grave constitutional questions." The constitutional right of states to pass laws against monopolies "should not be beyond possibility of controversy," he said.

Discussing the jurisdictional amount, Justice Black said that all ASCAP members have in common "is their alleged right to violate with impunity the Florida statute against price-fixing." A common desire to disregard a state law, he held, cannot serve as a "common and undivided interest for purposes of Federal jurisdiction."

Pointing out that the otherwise complete suspension of Florida's law was limited only by the condition that ASCAP made bond of $5,000, Justice Black said the Supreme Court now refuses to correct "the grossly unjust failure to protect those who may suffer irreparable injury from the suspension of the Florida law on the ground that 'no objection appears as to the adequacy of the bond or the other terms of the injunction.'" The lower court, he held, has already exercised its control, resulting in "manifestly injurious error apparent on the record." He added that the injustice to the public apparent on this record "violates the rudimentary principles of equity and fair play. We should neither condone nor "permit it."

Violators Should Not Benefit

"They who attack the constitutionality of a law, obtain its judicial suspension, and then continue to violate its terms, should not benefit by the suspension, in the event the law is later held constitutional. Otherwise, a judicially granted period of immunity will reward litigants who unsuccessfully assail the constitutionality of legislation. Seemingly, the time has arrived when despite our constitutional system of government no State law can become effective until a Federal court hears evidence on its constitutionality. The courts—responsible for this fundamental change—should at least protect citizens of an enacting State from disobedience to a State law permitted by an erroneous or improvident interlocutory injunction."

Dealing with the Washington case, the Supreme Court majority brought out that the District Court found that neither the ASCAP bill nor the record showed the necessary jurisdictional amount and dismissed the bill. It said that while the Washington statute, as that of Florida, is aimed at the power exercised by combinations of copyright owners over the use of musical compositions for profit, the differences between the two bills and the procedural situations required additional consideration.

Combination Prohibited

In the Florida case, Justice Reed said for the majority, the statute does not permit any combination of copyright owners for the purpose of licensing use of their compositions, with the result that the "prohibition is complete." In the Washington statute, such a combination is not prohibited if it issues licensus "on rates assessed on a per piece system of usage." Thus, it pointed out, the statute is directed particularly at the practice of issuing blanket licenses.

Because the Washington District Court had denied the application of ASCAP to take further testimony on the jurisdictional question of the matter in controversy exceeding $3,000 and had granted the state's motion to dismiss on that ground, the Supreme Court concluded that the refusal to permit additional evidence in these circumstances was "error."

"The cause will be remanded to the District Court with directions to permit the introduction of evidence and for further proceedings not inconsistent herewith," the majority concluded.

Associate Justice Frankfurter took no part in either case.

NBC's Foreign Response Shows 20-Fold Increase

TWENTY-FOLD increase in audience mail from foreign countries is reported by NBC in the 10 months its shortwave stations, W3XL and W3XAL, have been operating with 25,000 watts and a fixed language program pattern, according to Frank E. Mason, vice-president in charge of NBC's International division.

In May, 1938, when the system was inaugurated, NBC received only 157 pieces of mail in response to its shortwave programs. In July, 520 letters were received, and in September, 1,852. The monthly total mounted until in February, 1939, the 3,000 mark was passed for the first time, and in March 3,425 letters were received from 82 countries, protectorates and colonies.

KMAC, San Antonio local operating on 1370 kc., has applied to the FCC for authority to shift to 630 kc. and operate full time with 1,000 watts. Sharing with KONO, San Antonio, it also asks for that station's time allotment.

Welcome!
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador...comfortable rooms at moderate rates...fine restaurants...indoor swimming pool and other recreational facilities...spacious sun decks and public rooms •

William Hamilton
MANAGING DIRECTOR

Harold E. Baggs
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY

WKZO Wins Fight After Five Years

WOW's Appeal From Grant of Fulltime Operation Denied

THE five-year fight of WKZO, Kalamazoo, for fulltime operation on 590 kc., was terminated April 17 by the U. S. Court of Appeals for the District of Columbia, which dismissed the appeal of WOW, Omaha, from the FCC decision authorizing the grant.

Chief Justice D. Lawrence Groner, in the opinion, which was concurred in by Associate Justices Stephens and Edgerton, brought out that the FCC three times had granted the application after hearings which were occasioned by WOW's interventions based on technical and interference grounds. The opinion pointed out the Commission found that while Kalamazoo is only 545 miles from Omaha, whereas the recognized mileage separation is 640 miles, no objectionable interference to the service of WOW would result from the grant to WKZO of 250 watts power at night.

Interference Discussed

The court held that WOW was not ultimately deprived of a fair hearing and that there is substantial evidence in the record to show that by the use of a directional antenna, meeting FCC requirements, WKZO will be operated to restrict radiation in the direction of Omaha and eliminate any possibility of interference with WOW.

Referring to the fact that Comdr. T. A. M. Craven, "an engineer of distinction in the radio field", and now a member of the Commission, had appeared as WKZO engineer during the original hearings, the court declared it construed the evidence in opposition as "purposely confined to showing that absolute protection to WOW would not be obtained if the antenna was designed and built as proposed in the original application." The court brought out further that the Commission after five years of study and investigation and after having twice granted and twice revoked the WKZO permit, set the application down for final hearing.

Right to Give Service

Holding that WOW was not a person "aggrieved or whose interests are adversely affected" by the Commission's decision, the court concluded: "On the whole case we cannot resist the conclusion that WOW's anxiety is due not so much to the present danger of interference but rather the danger which might result in the event the Commission should hereafter revoke its existing rule limiting the power of regional stations on its channel. However commendable its prevision in this respect, it may not be permitted to override the right of Kalamazoo to radio service or the established right of WKZO to furnish it."

John E. Fetzer, president and general manager of WKZO, announced April 20 that the station proposed to start construction of its new directional antenna immediately in exact accordance with FCC engineering rules and designed to protect WOW "well beyond their half-millivolt line."

Studio Notes

WHEN WBCM, Bay City, Mich., extended a telephone invitation to every General Mills and White Star Refining Co. dealer in its trade area to attend its *Eight-Ball Club* broadcast April 16, 402 responded. The two companies co-sponsor the Detroit Tigers games daily over WBCM and the Michigan Network. The program commemorated baseball's 100th anniversary.

WSIX, Nashville, formally opened its new studios during Radio Open House Week, holding open house all week and originating several special programs commemorating the joint occasion. New quarters are on the 14th floor of the Nashville Trust Bldg., and were constructed under the technical direction of Bascom E. Porter, WSIX chief engineer.

WRITERS' SCHOOL of the League of American Writers, New York chapter, has announced two new courses in radio script writing to be offered during its sixth quarter, starting May 1. Helen Bergovoy will conduct a course in advanced radio script writing as well as a class for beginners.

WIND, Gary, is broadcasting recreations of the road games of the Chicago Cubs and White Sox. Jack Drees, sportscaster of WIND, will handle the series, which is designed for those fans unable to attend or listen to the afternoon games. WIND has aired a similar series for the last three years.

CHNS, Halifax, N. S., is installing a new 250-foot tower to replace the 224-foot vertical shunt-fed radiator, the upper half of which was demolished in a gale last December. On the recent occasion of CHNS' 14th birthday, the *Halifax Mail* devoted a full feature page to the history of the station, the oldest in the three Atlantic Coast provinces.

CONSTRUCTION was scheduled to start about May 15 on the new 5,000 watt transmitter for KQW, San Jose, Cal. The transmitter is to be erected on the salt marshes at Alviso, eight miles East of San Jose, with the studios remaining in their present downtown location.

WTAM, Cleveland, on April 29 fed NBC-Red a swing music program by the Doctor's Orchestra of Cleveland, an organization formed by the local Academy of Medicine. Formerly the doctors had a symphony orchestra, but this year switched to swing.

HENRY WOOD, farm director of WFBM, Indianapolis, takes portable recording equipment with him as he calls at farms throughout central Indiana to gather material for the daily program sponsored by the Indiana Farm Bureau, interviewing each family, from youngest to oldest, on all angles of farm life.

HOW radio can best be used to promote the activities of various associations was the subject of a discussion held April 20 in Radio City, New York, during the Conference on Association Publicity. The speakers, all of NBC, were Lewis Titterton, head of the script division; A. A. Schechter, head of news and special events; Wayne Randall, director of publicity; Philip Carlin, in charge of sustaining programs, and W. G. Martin of guest relations.

STERN FURNITURE Co., St. Louis, has a total of 19 programs a week on WIL, that city, including a daily quarter-hour in which Bert Slattery, *Breakfast Club* chairman, is given a picture cut from a furniture catalog, with price, to describe as a Breakfast Club Special.

KFRO, Longview, Texas, sends a letter to each new subscriber to newspapers carrying the station's program schedules and publicity telling them the newspaper carries KFRO programs exclusively and advising that to get the most from their paper and radio they should take advantage of the programs heard on the station and listed in the paper.

ADVERTISING
AGENCY LIST

GET THE 1939
Standard Advertising Register

Know the advertisers that use RADIO and those that do not

The 24th annual STANDARD ADVERTISING REGISTER, Product Edition, completely revised since January, contains detailed data on 12,000 national and sectional advertisers.

The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertiser's product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Publishing Co.

330 West 42nd Street
New York

333 North Michigan Ave.
Chicago

STANDARD
ADVERTISING
REGISTER

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Kraft-Phenix Cheese Corp., Chicago, 11 *sa* weekly, thru Needham, Louis & Brorby, Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds), 3 *ta* weekly, thru Platt-Forbes, N. Y.

Hulman & Co., Terre Haute (Clabber Girl Baking Powder), 3 *sa* weekly, thru Arbee Agency, Terre Haute.

Hecker Products Co., New York (Bixby & Shinola), 5 *t* weekly, thru BBDO, N. Y.

White King Soap Co., Los Angeles, 3 *sa* weekly, thru Raymond R. Morgan Co., Los Angeles.

Penick & Ford, New York (My-T-Fine Desserts), 5 *t* weekly, thru BBDO, N. Y.

Elko Photo Finishing Co., Kansas City, 5 *sa* weekly, thru Allen G. Smith Adv. Co., Kansas City.

CSO Laboratories, Dallas (CSO), 3 *sa* weekly, thru Ratcliffe Adv. Agency, Dallas.

Marlin Chamber of Commerce, Marlin, Texas (mineral water), 2 *sa* weekly, thru Ratcliffe Adv. Agency, Dallas.

Webster-Eisenlohr, New York (Tom Moore Cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.

Flamingo Sales Co., Los Angeles, 46 *sa*, thru Buchanan & Co., Los Angeles.

Grennan Bakeries, Dallas, 3 *sa* weekly, thru Campbell-Mithun, Minneapolis.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 64 *sa*, thru H. W. Kastor & Sons, Chicago.

Stanco Inc., New York (Flit), 195 *ta*, thru McCann-Erickson, N. Y.

Park & Tilford (Tintex Dye), 20 *sa*, thru Charles M. Storm Agency, N. Y.

Railway Express Agency, New York, 30 *sa*, thru Caples Co., N. Y.

KNX, Hollywood

General Mills, Minneapolis (cereals), 5 *sp* weekly, thru Knox Reeves Adv., Minneapolis.

Southern California Retail Hardware Assn., Los Angeles (hardware), 6 *sp* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

Helm Bakeries, Los Angeles (chain), 6 *sp* weekly, thru Martin Allen Adv. Los Angeles.

Lewis-Ayesbury, Los Angeles (canned food), 6 *sp* weekly thru Ralph Smith Adv. Agency, Los Angeles.

WLS, Chicago

Washington State Apples, Wenatchee, Wash, daily *sa*, thru J. Walter Thompson Co., San Francisco.

Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

Carter Medicine Co., N. Y. 6 *sa* weekly, thru Street & Finney, N. Y.

KFI, Los Angeles

Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.

Crazy Water Co., Mineral Wells, Tex. (proprietary), weekly *sa*, thru Rogers & Smith, Dallas.

Bank of America, San Francisco (savings), 2 *ta* weekly, thru Chas. R. Stuart, San Francisco.

WGY, Schenectady

Arkansas Soft Pine Bureau, Little Rock, weekly *t*, thru Robert H. Brooks Agency, Little Rock.

Benrus Watch Co., New York, 3 *sa* weekly, thru Leighton & Nelson, Schenectady.

John E. Cain Co., Cambridge, Mass. (mayonnaise), 60 *ta*, thru Chambers & Wiswell, Boston.

Domino Citrus Assn., Bradenton, Fla., 2 *sa* weekly, thru Hevenor Adv. Agency, Boston.

Dryden & Palmer, Long Island City, (Gravy Master), 2 *sa* weekly, thru Samuel E. Croot Agency, N. Y.

Durkee-Mower, Lynn, Mass. (Marshmallow Fluff), weekly *sa*, thru Harry M. Frost Agency, Boston.

Ivanhoe Food Products, Auburn, N. Y. (mayonnaise), weekly *sa*, thru Moser & Cotins, Utica.

E. L. Knowles, Springfield, Mass. (Rubine), 3 *sa* weekly, thru Lawrence M. O'Connell, Springfield.

Thos. Leeming & Co., New York (Baum Bengue), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.

Rumford Chemical Works, Providence, *sa* series, thru Atherton & Currier, N. Y.

Waitt & Bond, Newark (Yankee cigars), 3 *sa* weekly, thru BBDO, N. Y.

Walker Remedy Co., Waterloo, Ia., 6 *ta* weekly, thru Weston-Barnett, Waterloo.

WFIL, Philadelphia

American Credit Co., Philadelphia, 3 *sa* weekly, thru Langsdale Adv. Agency, Baltimore.

Colgate-Palmolive-Peet, Jersey City (Super Suds), 10 *sa* weekly, thru Benton & Bowles, N. Y.

Goodyear Tire & Rubber Co., Akron (rubber soles, heels), 10 weekly *sa*, thru Arthur Kudner, N. Y.

Kemp & Lane, Le Roy, N. Y. (proprietary), 6 *sa* weekly, thru Hughes Wolff & Co., Rochester.

WRC-WMAL, Washington

Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *t* weekly, thru Mitchell-Faust Adv. Co., Chicago.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Zonite Products Corp., New York (Forhans), 2 *sa* weekly, thru Cowan & Dengler, N. Y.

CKCL, Toronto

Western Canada Flour Co. of Canada, Toronto, 5 *sp* weekly, thru A. McKim Ltd., Toronto.

C. E. Fulford Ltd., Toronto (proprietary), 30 *sa* weekly, thru Metropolitan Broadcasting Service, Toronto.

Wheat Cereal Co. Toronto, 6 *sp* weekly, thru Alexander & Bernard Productions, Toronto.

WHO, Des Moines

Bayer-Semesan Co., Wilmington, Del. (corn treatment) 18 *sa*, thru Thompson-Koch Co., Cincinnati.

Mullins Hybrid Corn Co., Corwith, Ia., 26 *sa*, thru W. H. Millhaem & Co., Des Moines.

Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 186 *sa*, thru Rogers & Smith, Chicago.

Carl's Magic Oil Co., Des Moines, 13 *sa*, direct.

Naughton Farms, Waxahachie, Tex. (nursery), 9 *ta* weekly, thru Rogers & Smith, Dallas.

Perk Foods Co., Chicago (dog food), 7 *sa*, thru Mason Warner Co., Chicago.

Charles Hewitt & Sons, Des Moines (cosmetics), 26 *sa*, thru Conley Adv. Agency, Peoria.

Refrig. & Air Cond. Institute, Chicago, 6 *t*, thru James R. Lunke & Associates, Chicago.

St. Louis Gospel Center, St. Louis, 52 *sp*, direct.

Wash. State Apple Com., 20 *sa*, thru J. Walter Thompson Co., San Francisco.

WOR, Newark

Joe Lowe Corp., New York (Popsicles), 3 *sp* weekly thru Biow Co., N. Y.

New York Post, New York (newspaper), weekly *sp*, direct.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Smilen Bros., Brooklyn (fruits), 5 *sa* weekly thru Loewy Adv. Agency, N. Y.

WDAY, Fargo, N. D.

Hall Hardware Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.

Industrial Training Corp., Chicago, *t* series, thru James R. Lunke Associates, Chicago.

Tegge Jackman Cigar Co., Detroit, *sa* series, thru MacManus, John & Adams, Detroit.

Nash Coffee Co., Minneapolis, *sa* series, thru Erwin Wasey & Co., Minneapolis.

KSRO, Santa Rosa, Cal.

Sherwin-Williams Paint Co., San Francisco (paints), 18 *sa* weekly, direct.

Folger Coffee Co., San Francisco, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

Los Angeles Soap Co., Los Angeles (White King Soap), 3 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

Pioneer Baking Co., Sacramento, (Old Home Bread), 60 *sa* weekly, direct.

KGKO, Fort Worth

Bewley Mills, Fort Worth, 104 *sp* thru Cy Leland Inc., Fort Worth.

WMAS, Springfield

General Seafoods Corp., Boston (40 Fathom), 13 *sa* weekly, thru Alley & Richards, Boston.

Household Finance Corp., Chicago, weekly *sa* (tieins, one year), thru BBDO, N. Y.

Sawsons Brewery, New Bedford, Mass., weekly *sp*, direct.

Master Lock Co., Milwaukee (hardware week), 1 *sa*, thru Scott-Telander, Milwaukee.

WSYR, Syracuse

Gruen Watch Company, 52 30-minute *t*, thru McCann Erickson, N. Y.

Rival Dog Food, 78 5-minute *sp*, thru Charles Silver & Co., Chicago.

Household Magazine, 12 5-minute *sp*, thru Presba, Fellers & Presba, Chicago.

Olson Rug Company, 78 5-minute *sp*, thru Presba, Fellers & Presba, Chicago.

WNEW, New York

Community Opticians, Long Island City, 6 *sp* weekly, thru Commonwealth Adv., Boston.

Iodise Mfg. Co., Clifton, N. J. (corn remedy), 3 *sa* weekly, 11 weeks, thru White-Lowell Co., N. Y.

Tappin's Jewelry Stores, Newark, 6 *sp* weekly, 38 weeks thru Julian G. Pollock Co., Philadelphia.

KRE, Berkeley, Cal.

Stayner Corp., Berkeley, Cal. (Minra), weekly *sp*, thru Erwin Wasey & Co., San Francisco.

Star Outfitting Co., Los Angeles (chain clothiers), 7 *sp* weekly, thru Allied Adv. Agencies, San Francisco.

National Funding Corp., Los Angeles, 40 *sa* weekly, thru Smith & Bull, Los Angeles.

WFBR, Baltimore

Frigidaire Corp., Dayton, 117 *sa*, thru Lord & Thomas, N. Y.

General Motors Corp., Detroit (Oldsmobile), 26 *sa*, thru D. P. Brother & Co., Detroit.

White Laboratories, New York (Feen-A-Mint), 26 *sa*, thru Wm. Esty & Co., N. Y.

WLW, Cincinnati

Gardner Nurseries, Osage, Ia., 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

Industrial Training Corp., Chicago, 2 *t* weekly for 3 weeks, 1 *sp* weekly for 10 weeks, thru James R. Lunke & Associates, Chicago.

WLAW, Lawrence, Mass.

Community Opticians, Boston, 5 *sp* weekly, thru Commonwealth Adv. Agency, Boston.

Policyholders' Advisory Council, New York, 2 *t*, thru Robert John Roberts Agency, N. Y.

KSL, Salt Lake City

W. P. Fuller & Co., San Francisco (paint), *sa* series, thru McCann-Erickson, N. Y.

Masterlock Co., Milwaukee (locks), *sa* series, thru Scott-Telander, Milwaukee.

WDBJ, Roanoke, Va.

Richfield Oil Co., New York, 3 *ta* weekly, thru Sherman K. Ellis, N. Y.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 *t* weekly, thru Wade Adv. Agency, Chicago.

KMPC, Beverly Hills, Cal.

Union Pacific Railway, Los Angeles, 5 *sa* weekly, thru Caples Co., Los Angeles.

WBAL, Baltimore

Procter & Gamble Co., Cincinnati (Crisco), 5 *sa*, thru Compton Adv., N. Y.

WPTF, Raleigh, N. C.

Longines-Wittnauer Co., New York (watches), 100 *sa*, thru Arthur Rosenberg Inc., N. Y.

Dunn
This is the WRC Home Forum
Pd. Adv.

Radio Advertisers

JOSEPH LEVY Co., New York (Crawford Clothes), on April 21 started sponsoring ex-Mayor James J. Walker's news comments on WJZ, New York, Mondays, Wednesdays and Fridays, from 8:15 to 8:30 p. m. The program was placed on a 52-week contract by Al Paul Lefton Co., New York. Also on WJZ, New York, is the new news program sponsored by Axton-Fisher Tobacco Co., Louisville, daily from 6:20 to 6:30 p. m. Starting May 1, the program is called *News With Ford Bond* and was placed for 52 weeks through McCann-Erickson, New York.

ACME BREWING Co., Los Angeles (beer), in late April started using six-weekly transcribed Spanish-English announcements on KAWM, Gallup; KWEW, Hobbs, and KGGM, Albuquerque, all in New Mexico, in a summer campaign. Agency is Emil Brisacher & Staff, Los Angeles.

THERMO AIR CONDITIONING Institute, Los Angeles (school), in a four-week campaign which started in late April, is using a weekly quarter-hour educational talk on four West Coast stations, KFRC, KUJ, KVOS, KSRO. Other Pacific Coast spot radio is planned in May and June. Agency is R. H. Alber Co., Los Angeles.

McCLINTOCK - STERN Co., San Francisco (bird seed), new to radio, in a brief test campaign which started in late April, is using weekly one-minute transcribed announcements on KHJ, Los Angeles, and KFOX, Long Beach, Cal. Agency is Emil Brisacher & Staff, Los Angeles.

MISSION Village Enterprises, Los Angeles, with tourist trailer courts in 12 cities nationally, on April 24 started, for 52 weeks, sponsoring the quarter-hour transcribed *Indian Trails* adventure series on KMTR, Hollywood. Firm, placing direct, is using six programs weekly, and plans to expand radio activities to other cities where courts are located. Series is produced by Callahan Radio Programs, Hollywood, with cutting by Radio Recorders Inc., that city.

IMPERIAL SUGAR Co., Sugarland, Tex., thru Tracy-Locke-Dawson Inc., Dallas, on May 1 starts for a 13-week schedule of thrice-weekly quarter-hour transcribed feminine appeal programs, *Green House*, on KOMA, Oklahoma City, and KTUL, Tulsa. Other stations are to be added to the list. Program is produced by R. U. McIntosh & Associates, North Hollywood, Cal.

ZINSMASTER BAKING Co., Duluth, Minn. (Hol-Rye), has appointed Allied Adv. Agencies, Los Angeles, to direct its West Coast advertising, and on May 8 starts participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. A national spot announcement campaign is contemplated for early fall.

HYDE PARK Breweries, St. Louis, has begun an advertising campaign that includes 14 sports programs by a dozen midwest sports commentators on nine different stations in St. Louis, Jefferson City, Mo.; Decatur, Ill.; Tuscola, Ill., and Blytheville, Ark. Ruthrauff & Ryan, New York, handles the account.

KOHLER MFG. Co., Baltimore (remedies), has placed a schedule of two spot announcements daily on WHN, New York, thru Courtland D. Ferguson Inc., Washington and Baltimore agency.

STATE AUTOMOBILE MUTUAL Insurance Co., Columbus, O., will start *Unbroken Melodies* on WJR, Detroit, for 52 weeks beginning May 7.

SUCCESSFUL use of radio for the promotion of banking services is being used by the South Side Federal Savings & Loan Association in Cleveland over WTAM. Allan C. Knowles, vice-president of the bank, has given 100 five-minute broadcasts daily except Saturday and Sunday at 1:15 p. m. since Dec. 12, 1938, with unusual results. Mr. Knowles speaks over a microphone located on his desk at the bank and discusses banking services and home finance problems. He reports a large number of inquiries and resultant business from the broadcasts.

DRS. F. E. & J. C. CAMPBELL, Los Angeles & San Francisco (chain dentists), with 40 offices in California, on April 23 started for 52 weeks a six-weekly quarter-hour program, *The Wishing Well*, on KFAC. Firm for the last 18 months also has been using a seven-weekly quarter-hour evening program, *Strollin' Tom* (Wade Lane) on KEHE and recently added an additional hour of that program as a Sunday morning feature. Five spot announcements daily, four days weekly, are also being used on KFAC. Other California stations will be added during the summer. Ted Dahl Adv. Agency, Los Angeles, has the account.

LARUS & BROS. Co., Richmond, Va., on April 25 started a 13-week series for Domino cigarettes of 30 spot announcements weekly on the *Milkman's Matinee* program, daily on WNEW, New York. For Dominos and Edgeworth tobacco, the company is sponsoring Frank Ryan's sports programs five days weekly for 13 weeks on WAAB, Boston. Warwick & Legler, New York, handles the account.

GLOBE BOTTLING Co., Los Angeles (beverages), new to radio, in a three-week Southern California campaign which started April 18, is using daily one-minute transcribed announcements on KHJ KFWB KGFJ KFAC KMTR KMPC KECA. Transcriptions were cut by Radio Recorders Inc., Hollywood, with placement through Milton Weinberg Adv. Co., Los Angeles.

UNITED DRUG Co., Toronto, has renewed a series of three-weekly spot announcements from April 30 on 40 Canadian stations. Ronalds Advertising Agency, Toronto, placed the account.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance
in Los Angeles

Buy Us TOO and
INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

LEVER BROS., Sydney (soap), thru J. Walter Thompson Co., that city, is sponsoring the weekly *Lux Radio Theatre* on 22 stations in Australia, Sundays, 8-9 p. m., originating the series from 2GB. Opening program of the series carried a message by trans-Pacific radio-telephone from Cecil B. DeMille, Hollywood producer of the show sponsored on CBS. Production follows closely the format of the Hollywood show, but with an Australian cast. Commercials and interviews correspond with those on the CBS *Lux Radio Theatre*. The 22 Australian stations carry trailers of the series. Newspaper advertisements also call attention to the weekly program.

R. L. MULVENEY'S Remedies Ltd., Toronto (patent medicines), has started a weekly transcription campaign on CFCO, Chatham, Ont.; CFRC, Kingston, Ont.; CKSO, Sudbury, Ont., and has extended its campaign on CFRB, Toronto. Tandy Advertising Agency Ltd., Toronto, placed the account.

IRONIZED YEAST Co., Atlanta, has started a weekly live talent French dramatic network show on CKAC, Montreal, piped to CHRC, Quebec. The account was placed by Ruthrauff & Ryan, New York.

BRITISH AMERICAN OIL Co., Toronto, on April 10 started 11 weekly newscasts on CFCF, Montreal, and a weekly French dramatic show on CKAC, Montreal, on April 14. J. Walter Thompson Co., Toronto, is agency.

FROST STEEL & WIRE Co., Hamilton, Ont. (wire fence), is sponsoring *Harry Boyle's Farm Broadcast* thrice-weekly on CKNX, Wingham, Ont., in a test campaign, placed direct. This is believed to be the first use of radio by a Canadian fence manufacturer.

OCTONEK KNITTING Co., Seattle, Wash., recently signed a 13-week contract with KIRO, Seattle, for participation in *Feminine Forum*.

SALT
LAKE
CITY

is entering its greatest year for tourist business. Millions of dollars will be spent here by visitors and will be respent by residents who respond to the sparkling showmanship of the

POPULAR
STATION . . .

5,000 WATTS daytime
1,000 WATTS night

KDYL

The Popular Station
SALT LAKE CITY

NBC RED NETWORK

Representative John Blair & Co.

WSPD

The Voice
of Toledo

NBC-Red & Blue

One of America's
oldest Radio
stations

Yes, sir—we are 18 years old this month and proud of our record of service to this and surrounding communities. WSPD has earned the confidence of listeners and justified the faith of its advertisers down through the years.

5000 Watts Day — 1000 Watts Night

Studios
Commodore Perry
Hotel

WSPD

John Blair & Co.
National
Representatives

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

AHRENS BROS. PIE STORES, Los Angeles chain, an occasional user of spot announcements on Southern California stations, has started sponsoring a weekly quarter-hour program featuring Jimmy Vandiveer in interviews on KFI. Contract is for 52 weeks, from April 14. Agency is Westamerica Co., Los Angeles.

HORDER'S Inc., Chicago (commercial stationery), on April 23 started *Carroll Binder in the News* on WBBM, Sundays, 10:15-10:30 p. m. Mr. Binder, foreign editor of the *Chicago Daily News*, was formerly foreign correspondent in Russia, Japan and China. Critchfield & Co., Chicago, handles the account.

SKRUDLAND FOTO Service, Chicago (photograph enlargements), has started a series of daily one-minute announcements on WLS, Chicago, and six quarter-hours weekly on KWTO, Springfield, Mo. The series may be expanded in the near future, according to Newby, Peron & Flitcraft Inc., Chicago agency handling the account.

DAILY network episodes of *Betty & Bob* and *Hymns of All Churches* will be transcribed and broadcast at 8-8:30 p. m. on WIND, Gary, effective June 1, under sponsorship of General Mills. The two shows begin sustaining on WIND May 1.

BANK OF AMERICA National Trust & Savings Assn., San Francisco, in a 52-week campaign started April 13, is using two transcribed announcements a week on KFI, Los Angeles, and weekly transcribed announcements on KPO, San Francisco. Agency is Chas. R. Stuart, San Francisco.

MURPHY PAINT Co., Montreal, has started a weekly network live talent dramatic French show on CKAC, Montreal; CJBR, Rimouski, Que.; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que. Cockfield-Brown & Co., Montreal, placed the account.

Another Added Service

HOMER GRIFFITH

Announcing the appointment of Mr. Homer Griffith as manager of our new San Francisco office at 681 Market Street.

Mr. Griffith's 12 years experience in specialized radio sales will help you to get even greater results in our markets.

Our 'Frisco phone is
DOUGLAS 4475.

HOWARD H. WILSON
Radio Station Representatives
Chicago Kansas City
New York San Francisco

Wilson Opens in S. F. With Griffith in Charge

HOWARD H. WILSON Co., national representative firm, announces the opening of a San Francisco office at 681 Market St., with Homer O. Griffith, formerly of WLS, Chicago, and Presba, Fellers & Presba in charge. Mr. Griffith started in radio on the Pacific Coast in 1930 and for a time operated his own advertising agency in San Francisco. In 1932 he came to Chicago where he presented his own program, *The Friendly Philosopher*, on WLS, WBBM, and WAAF. In 1936 he opened a Dallas office for Presba, Fellers & Presba, Chicago agency. He joined KFJB, Marshalltown, Ia., as commercial manager in 1937 and during the last year has engaged in general advertising work on the Pacific Coast.

Reps

RAY LINTON & Co., newly formed representative firm, announces a New York office at 101 Park Ave. under the direction of George Hopewell. Mr. Hopewell joined World Broadcasting System as a salesman in 1929 and since 1930 has had his own firm as a publishers' representative.

DON ROBBINS, formerly San Francisco sales manager for the McClatchy radio stations and more recently account executive of KYA, has joined Walter Biddick Co., station representatives, as San Francisco manager.

KOWH, Omaha (formerly WAAW), has appointed George P. Hollingbery Co. as national representative.

RADIO ADVERTISING Corp., representative firm, has moved its Chicago office to the Wrigley Bldg.; phone Whitehall 4262.

Surrenders Local CP

ADVISING the FCC that he had lost interest in the project, P. W. Spencer, secretary-treasurer of the Mechanics Federal Savings & Loan Assn., Rock Hill, S. C., was authorized by the FCC April 24 to relinquish his construction permit for a new 100-watt daytime station on 1500 kc. in that community. The Commission granted the CP last Dec. 7, upholding an examiner's recommendation after hearing and assigning the proposed station the call letters WRKL. Rock Hill is a community of 11,322 population and the nearest radio station is in Spartanburg, S. C.

HEAVIEST summer schedule in the history of WOW, Omaha, includes 22 new programs, according to Manager John Gillin Jr. Of the 17 evening and five daytime shows, most are NBC-Blue programs now coming to WOW on a spot basis since KOIL recently left the Blue network.

Legislation to Prohibit Unauthorized Broadcast Of Recordings Is Offered

SPONSORED by Gen. Samuel T. Ansell, counsel for the American Federation of Musicians, a measure designed to prohibit the unauthorized use of recordings or electrical transcriptions in radio broadcasts without the permission of the performers who created the original material was introduced in the House April 17 by Rep. Schulte (R-Ind.)

Offered as an amendment to the Communications Act, the bill makes it unlawful for any person not having the consent in writing of the performer or performers creating music or other program material to reproduce or cause to have reproduced such material for profit. The measure provides that punishment for such offenses shall be a maximum fine of $10,000, or two years imprisonment, or both, and authorizes Federal district attorneys to seize such unauthorized reproductions and Federal judges to order their destruction.

Rep. Schulte referred all inquiries regarding the legislation to the musicians' union headquarters here. Union aides said the measure was designed solely to kill unauthorized recordings and was not an attack on the use of recordings or transcriptions. At the House Interstate Commerce Committee it was said the measure would have to take its place at the bottom of a long list of pending legislation and committee aides indicated the chances this session were slim.

Research Mailing Time

JOINT Committee on Radio Research is marking time awaiting the reallocation of wavelengths under the Havana Treaty, according to its chairman, AAAA President John Benson, who told BROADCASTING that it would be futile for the Committee to attempt to apply its yardstick for measuring station coverage if the stations' frequencies are to be changed. No radio census such as was made in 1938 will be undertaken this year, he said, and plans for making such a survey in 1940 will not be discussed until and unless the U. S. Bureau of Census definitely decides whether to include set ownership in its next population census.

SPEECHES of Massachusetts Congressmen and Legislators from the Worcester district are broadcast via transcription on a new series, *Off the Congressional Record*, heard reguarly on Saturdays at 7:30 p. m. on WTAG, Worcester. The speeches are recorded in the radio room of the Capitol in Washington and the transcriptions shipped to WTAG.

The Z NET

—can reach Butte and Helena, Montana's largest retail and wholesale center.

KGIR *Butte* NBC Affiliates KPFA *Helena*

TRANSCRIPTIONS

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCMI KWNO WBRK WHEB WSAZ WORL WSPR KVEC KJBS WATR KAST WSAR CMCY, Havana; CHLT, Sherbrooke, Que.; YV5RB-D, Caracas, Venezuela.

C. P. MACGREGOR, Hollywood transcription firm, has announced as new subscribers to its library service WLVA KLAH WCLS WFOY WABI KFBB KRIC KVWC KPDN KGFI.

THE Shadow of Fu Manchu, produced by Radio Attractions, New York, has been placed recently on the following additional stations: WHAS, Louisville; WTOL, Toledo; WSAZ, Huntington, W. Va.; WHNS, Columbus, O.

FRANK JENKINS, for 10 years radio editor of the *Boston Traveler*, has been appointed New England agent of Aerogram Corp., Hollywood transcription concern. He will work through Charles Bash, New York, eastern representative.

AEROGRAM Corp., Hollywood transcription producers, has started cutting a series of 20 quarter-hour home economic programs featuring Prudence Penny (Polly Patterson) of the *Los Angeles Examiner*.

WOR Transcription Service has recorded *WAR-Made in U. S. A.*, a quarter-hour dramatization produced for the American Union for Concerted Peace Efforts by the Theatre Arts Committee for placement on about 200 stations.

RADIO PRODUCTIONS, Gas & Electric Bldg., Denver, announced April 19 it has started a series of 26 transcriptions, called *The Hecklers*.

STANDARD RADIO has moved its Chicago offices to 360 N. Michigan Ave., phone: State 3153.

Protests Recording Ban

A LETTER of protest against the bill to prevent unauthorized recording of radio broadcasts recently passed in the New York State Senate [BROADCASTING, April 1], as proposed by Senator Perry has been circulated to all members of the New York State Legislature by Audio-Scriptions, New York recording firm. The protest claims that the bill will "curtail the tremendous educational possibilities that can be developed in connection with recordings," and that it is an "attempt to restrict the freedom of the air."

Discs Boost Fight

TRANSCRIBED one-minute interviews, featuring the contestants, were used to advertise the world's championship heavyweight fight between Joe Louis and Jack Roper. Sponsored by the promoters, an average total of 10 daily transcribed interviews were used on eight southern California stations, KHJ KFWB KGFJ KIEV KFVD KMPC KNX KFXM, in a six-day campaign which started April 10. The campaign was prepared by Bernard Weinberg, executive of Milton Weinberg Adv. Co., Los Angeles.

Star Radio Programs Takes Over Universal

ALL SCRIPTS, programs and services of Universal Radio Programs, 545 Fifth Ave., New York, have been acquired by Star Radio Programs, Inc., 250 Park Ave., and Lawrence N. Marks, formerly vice-president of Universal and all former Universal writers are now on the Star Radio staff. Star will continue to carry the regular features of the defunct script organization, and the approximately 150 client stations will continue to be served as usual.

Among the programs acquired and added to Star's library are *Human Angle in Sports, Sports Quiz, This Strange World, Canadian Cavalcade* and the daily *Over the Backyard Fence*. Latest subscribers to the latter are WKOK WBTM WMFF WJBC KFJZ KSAL KYSM WTNJ CKX CFJC CKPR CFRN.

Star Radio, now in its fourth year, is at present serving more than 300 stations in the United States, Canada, Australia, England, France, Alaska, Hawaii and the Phillipine Islands. Daniel C. Studin, head of the expanded script syndicate, last year appointed All-Canada Radio Facilities Ltd. as Canadian representative.

EMMONS CARLSON, sales promotion director of NBC-Chicago, was awarded a silver plaque April 21 at the close of the NBC bowling season "for infinite patience and perseverance in conquering nothing—and for consistently producing the lowest score throughout the entire season."

Lewis Joins Spot Film

Mr. Lewis

ELECTION of Leonard Lewis, formerly with World Broadcasting System, as vice-president of Spot Film Productions Inc., New York, was announced April 26. Mr. Lewis, who served as radio editor of Printers' Ink Publications for three years, and recently completed two years with World Broadcasting System, will devote his attention to radio transcriptions. The company claims a new method of transcribing programs, utilizing processes employed in sound-on-film by the motion picture industry. Spot Film, it was announced, also plans to produce television films. Studios and offices are at 339 E. 48th St., New York City.

Quiet Cutting—

MUSICRAFT RECORDS INC. N.Y.C.
DURALITE

DURALITE
RECORDING BLANKS

Write for
"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Vacationists,
Alone,
Spend $40,000,000
Yearly, in Connecticut

Definite sales are assured when you use WDRC to reach this large potent market.

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

THIS-UN IS FROM THE RED RIVER VALLEY!

The Red River Valley raises prize crops—and these crops make our hayseeds people of means! Fargo, which supplies most of Valley's needs, is one of the country's largest farm implement markets—one of the best spots in the Nation to sell anything else that folks anywhere buy!

WDAY delivers all the Valley's 1,509,107 listeners exclusively—at low cost. May we show you examples of what this means—in results?

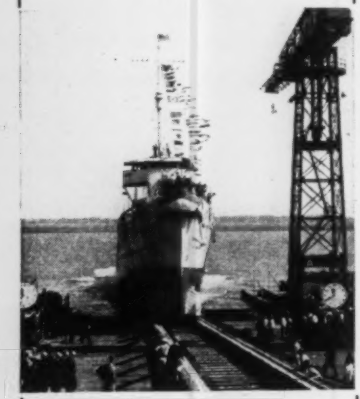
WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and
PETERS, INC.
NATIONAL
REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Red NBC Blue
WCSC
at WORK



Launching U.S.S. Sterett Charleston's Navy Yard

•

This $5,250,000 pay roll, the largest in South Carolina, is available through

WCSC
CHARLESTON • S. C.

Agencies

ROY WINSOR, formerly assistant program director of WCCO, Minneapolis, and more lately a dramatic director with NBC, has resigned to join Leo Burnett Co., Chicago agency. He will direct the new *H. V. Kaltenborn* series, sponsored by Pure Oil Co., which started April 30.

RADIO PRODUCTIONS of Denver, announces it has been appointed advertising agency for the Soil Conservation & Chemical Co., manufacturers of Pep-Gro, a plant food. The campaign, already under way, will cover every station in Colorado, the company announced.

WALTER McINTOSH has been appointed radio director of Darwin H. Clark Adv., Los Angeles. Before coming to the West Coast, he did free lance radio production in Washington, D. C.

NAT WOLFF, radio director of Myron Selznick & Co., Beverly Hills, Cal., talent agency, is in New York for five weeks.

G. W. FREEMAN, of Marschalk & Pratt Inc., whose institutional copy for the *Esso Reporter* broadcasts recently won a medal award in the *Advertising & Selling* annual competition, spoke on "Writing for Radio" April 25 before the advertising copy class of New York University.

JOHN GREENE, Hollywood writer who has worked on the *Attorney at Law* and *Dick Tracy* programs, has joined the radio department of H. W. Kastor & Sons Adv. Co., Chicago.

LEE SEGAL ADV. AGENCY has been opened at Houston, Tex., with offices in the Gibraltar Bldg.

JOHN TYSON, of Benson & Dall, Chicago agency, appears on WJJD, that city, in the nightly *Suppertime Frolic*, billed as the *Peruna Reporter*.

TOM LEWIS, after several months in Hollywood where he produced the CBS *Screen Guild* program, sponsored by Gulf Oil Corp., has returned to New York and resumed the post of Young & Rubicam radio manager. Adrian Samish has taken over production of the *Screen Guild* program.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, leaves May 13 on a three-month business trip to England and Holland. Accompanying him will be his wife, Jeannette Roach, office manager of Smith & Bull, Los Angeles agency.

E. J. HUBER, assistant advertsing manager of the Kellogg Co:, Battle Creek, has resigned to accept an executive position with Hutchinson Adv. Co., Minneapolis, effectve May 15.

TED DAHL ADV. Agency, recently formed, is located at 4354 West 3rd St., Los Angeles. Dahl was formerly an executive of Allied Adv. Agencies, that city.

GUY DAVIS, formerly account executive of Beaumont & Hohman, has been named manager of the agency's Chicago office. Bruce Wallace, previously with Campbell-Ewald and B-S-H, has joined the creative staff of the Chicago office.

PORTABLE SETS
Carried by WTMJ Salesman As Merchandising Aid

ALL SALESMEN on WTMJ, Milwaukee, are toting "pick-me-up" portable receivers these days, as a new sales tool—an innovation likely to spread through the industry. Don D. Abert, WTMJ manager, says the three-fold objective is greater daytime sales, more sales of station-created programs, and breaking down of the "baseball illusion".

New type RCA 94-BP-4 receivers are being used. Few business men, Mr. Abert points out, have radios in their offices, and therefore are not familiar with daytime programs. With the portable, to quickly convey a convincing conception of a participating program or a sustaining unit available for sale, the salesman simply unsheathes the set and tunes in the program.

"We expect this plan to reduce audition costs, since it will enable the salesman to obtain air auditions for prospective clients right in his own office," Mr. Abert observed. "It will economically increase the number of our auditions; that is, enable us to expose more shows to prospects, since it is often inconvenient to get the interested factors from an advertiser's place of business into the studios for a scheduled audition."

COMPLETE STUDIOS INSTALLED BY AYER

AS PART of its revival in radio, N. W. Ayer & Son has installed audio broadcasting equipment in its studios in New York which duplicate in every detail the most modern apparatus of actual broadcast stations.

With the new equipment, which is primarily Western Electric, Ayer can simulate actual broadcasting conditions in its offices. Sound effects also are tested in advance in the agency's studios.

The new equipment consists of a standard WE speech input amplifying unit together with controls, mixers, microphones and power supply apparatus. Twin turntables, each employing a single reproducer, with fixed stylus for playing either vertical or lateral recordings at 33 1/3 or 78 r.p.m, are available for auditioning, direct broadcasting or for combining with "live" material.

The studios are so set up that programs can be picked up, reproduced and, if desired, transmitted over special lines from the Ayer offices to the networks for actual transmission. The main studio, which has a volume in excess of 5,000 cubic feet, has been acoustically conditioned to operate in conjunction with various microphone types. Eight sources of sound, including microphones, turntables and remote lines may be mixed simultaneously. A "talk back" circuit between the main studio and the monitoring or audition room provides for intercommunication.

BBDO Plan Board

BBDO, New York, has announced the formation of a new plan board, headed by Ben C. Duffy, president, to review client plans and to coordinate all phases of the agency's service. Members of the board are F. R. Feland, chairman of executive committee; Alex F. Osborn, executive vice-president; William J. O'Donnell, head of media department; Leslie S. Pearl, head of creative board; Arthur Pryor Jr., head of radio department; William S. Strong and Egbert White.

Fuller Paint in West

W. P. FULLER & Co., San Francisco (paints), on April 16 launched a spot campaign on 30 stations in 11 Western states for its spring paint sale. For the first time the company has put its entire spring appropriation into radio. Dana L. Fuller is advertising manager of W. P. Fuller & Co. and the account is handled through McCann-Erickson, San Francisco.

$20,000,000.00
In New Wealth

The Northeastern Oklahoma
GRAND RIVER DAM

The largest multiple-arch dam ever built . . . longest dam in the United States . . . a straight 50 miles from Tulsa, in the rich Northeastern Oklahoma area that KVOO's 25,000 watts so thoroughly cover. This area contains 40% of Oklahoma's population; furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! *Cover Oklahoma's Greatest Market with KVOO!* Both N. B. C. Networks.

EDWARD PETRY
AND COMPANY
National Representatives

KVOO
TULSA OIL CAPITAL OF THE WORLD

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

AGENCY Appointments

AMERICAN BEVERAGE CORP., Brooklyn (Dr. Brown's Celery Tonic), to Lawrence C. Gumbinner, N. Y.

MACFADDEN PUBLICATIONS, New York (Liberty Magazine), to J. Walter Thompson Co., N. Y.

TRANE Co., LaCrosse, Wis. (heating and air conditioning equipment), to BBDO, Chicago.

MANNING & Co., Baltimore (Mrs. Manning's canned products), to Courtland D. Ferguson Inc., Washington, Baltimore and Philadelphia agency; Arthur Booth, account executive.

RUSSELL DAIRY Co., Philadelphia (chain ice cream stores), and Illuminating Equipment Co., Philadelphia, to Courtland D. Ferguson Inc., Philadelphia branch; John C. Nevius, account executive.

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn cough remedy), to Erwin, Wasey & Co., New York. Plans for fall and winter advertising in radio and newspapers are now being considered.

AIR CONDITIONING Co., Los Angeles, to Morgan & Davis Adv., that city. Radio planned.

TURCO PRODUCTS, Los Angeles (cleaning fluid), to Darwin H. Clark Adv., that city, and on April 17 started for 13 weeks using weekly test participation in *Happy Homes* on KHJ, Los Angeles.

MILWAUKEE Coca Cola Bottling Co., to Vanderbie & Rubens Inc., Chicago, for campaign in Milwaukee starting May 15 and using all Milwaukee stations.

GORDON BAKING Co., Long Island City (Silver Cup Bread), to N. W. Ayer & Son, New York.

CANNED COLD CHEMICAL Corp. (Quicold powder refrigerant), to Vanderbie & Rubens, New York. Plans to use radio in late June are now being made.

WCAU Fighting Ban

A PERMANENT injunction against the enforcement of a law forbidding the leasing of telephone lines for the broadcasting of horse races has been asked in Dauphin County Court, Philadelphia, by William A. Schnader, former Attorney General of Pennsylvania, as counsel for WCAU, Philadelphia, according to an announcement April 26. Last October the court issued a temporary injunction but has not yet handed down a final ruling. Gen. Schnader questioned the constitutionality of the law, enacted by the Legislature last year, and claimed that it impairs WCAU's contract with CBS and violates both the State and Federal laws.

HARD WORKING actors and producers for Mitchell-Faust Adv. Co., Chicago, recently set a new transcription production record when they completed 52 one-minute announcements in one day of two three-hour recording sessions at Associated Recording Studios. The announcements were made for Junket Rennet Powder and Junket Danish Dessert, products of Chr. Hansen's Laboratories, Little Falls, N. Y. Shown above, in control room (l to r) are Mac Benoit, Associated recording engineer; Clem Theisen, Junket advertising manager; Norman Schwartz, of Transamerican, and Paul Holman Faust, of Mitchell-Faust. At the microphones (l to r) are Carl Eastman, Mitzi Gould and Len Sterling, announcer. Not in picture are Florence Golden and Roger DeKoven.

WHO Foots The Bill

HOST to Dr. Edouard Benes will be WHO, Des Moines, when the former President of Czechoslovakia visits Des Moines May 9 as guest speaker on a forum sponsored by Des Moines public schools. Forum funds are earmarked for speakers. No provision is made for hall rentals since high school auditoriums are available. The WHO management, sensing inadequate seating capacity of any high school auditorium for the lecture by Dr. Benes, offered to rent the 4,500-seat Shrine auditorium, Saturday night home of WHO's *Iowa Barn Dance Frolic*, and turn it over to Board of Education without charge and without prejudice to interests of other radio stations. The offer was accepted by A. W. Merrill, superintendent of schools.

SWISS Broadcasting Co. has announced that after the Swiss shortwave station at Schwarzenburg has been opened in May a national shortwave service will begin transmission of daily and weekly programs to North and South America, Australia, Africa, Europe and the Near East.

Talent Agency Sues

A $23,600 BREACH of contract suit has been filed in Los Angeles Superior Court by H. N. Swanson Inc., Hollywood talent agency, against Philip Rapp, radio writer. Complaint asserts that Rapp broke a seven-year managerial agreement in Nov. 1937 and will earn at least $236,000 during balance of the time the contract would have run. Suit alleges that Rapp is earning $1,500 weekly for writing on the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee.)

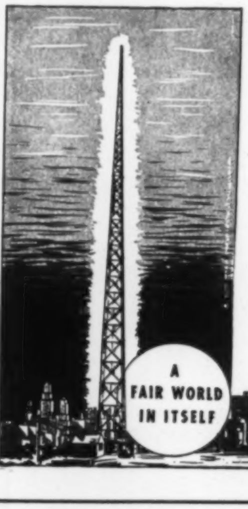
WBAX License Transfer Sought in Reorganizing

APPLICATION for an involuntary assignment of the license of WBAX, Wilkes-Barre, Pa., 100 watts on 1210 kc., has been filed with the FCC by Stenger Broadcasting Co., a group proposing to take over the station from John H. Stenger Jr., present licensee. Under the proposed agreement, subject to FCC approval, $20,000 in preferred stock will be issued to Francis J. Murray as trustee to secure the creditors of Mr. Stenger.

Common stock would be acquired as follows: 100 shares by Glenn D. Gillett, Washington consulting engineer; 50 by Marcy Eager, an engineering associate of Mr. Gillett; 75 by Anna C. Stenger, wife of John H. Stenger Jr.; 25 by Charles B. Waller, an attorney acting on behalf of the recently combined *Wilkes-Barre Times-Leader* and *Herald*.

WTAG
WORCESTER, MASS.
For a story in response, study the one listening habit of the WORCESTER, MASS. market area.

NBC BASIC RED NETWORK
YANKEE NETWORK
WEED and COMPANY
National Representatives
New York, Detroit, Chicago, San Francisco



WHOM
JOSEPH LANG, *Manager*
New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!
Full-time foreign language programs in New York area.
Italian *German*
Polish *Yiddish*
5,000,000 POTENTIAL AUDIENCE

The Key
TO THE MARKET
WJAR Providence

WJAR carries the *most* Spot and Network business in Rhode Island. Experience proves it to be "The Key to the Market". Just as WJAR is, so are our other Stations "Keys" to
RESULTS THAT COUNT

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

SAGE Sayings about Maine's Oldest Station

Naturally the national advertiser is picking WABI to tell his story, because his friend, the local merchant* in Bangor, has already done so.

*More local advertisers ... More local time sold!

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

Purely PROGRAMS

TED SHERDEMAN, NBC Hollywood director, who wrote and produced *The Cannon Will Not Fire*, a half-hour dramatic plea for peace, was awarded first place in the recently concluded 10-week Idea Mart contest series broadcast over the NBC Pacific-Blue. Contest was conducted by NBC to present the ideal radio program of each of its 10 Hollywood directors. Free reign was given and the award was based on originality, treatment, entertainment value and excellence of production. The prize awarded Sherdeman was a stop watch presented by NBC Hollywood executives. Second and third place honorable mention were voted to Dave Elton's audience participation program based on the life of Jean Lafitte and Robert Redd's dramatization of the mercy flights of Joe Crossen, Alaskan flier. Judges were Hollywood agency executives and representative of radio trade publications.

* * *

Sound of the Siren

THE SOUNDING of a siren in the studios of WLAW, Lawrence, Mass., announces the sounding of a fire alarm in Lawrence to listeners. The fire box number and location are given, followed by a short fire insurance announcement sponsored by a local insurance agent. This is featured only during sustaining programs.

With the Tire Dealers

DESIGNED to promote good will of Goodrich tractor and tire users and dealers over Kansas, B. F. Goodrich Co. is sponsoring a thrice-weekly series on WIBW, Topeka, consisting of transcribed interviews with tire dealers and users over the State. Announcer E. H. Curtis tours Kansas to make the recorded *tete a tetes*, and prior to broadcasts the listeners in particular territories are advised when they can listen to their local personalities on the air. The present series, second presented by Goodrich, took Curtis to 16 different Kansas towns.

* * *

Bee From Circle

RIGHT on the downtown Monument Circle, WIRE, Indianapolis, stages its twice-weekly *Sidewalk Spelling Bee*, with Wally Nehrling garbed in carpenter's apron. A gas-filled balloon is attached to the mike and bears the sponsor's name. At the end of the program the balloon is cut loose. Nehrling draws words from apron pockets and gives prizes ranging from 5 cents to $1. Every afternoon WIRE reviews the final edition of the *Indianapolis News* in a news broadcast by Dick Reed from the city room. Eugene Pulliam Jr., WIRE news editor, prepares the reports.

* * *

Reading the Funnies

WLS, Chicago, has arranged a tie-up with the local *Times* for its half-hour Sunday morning show called *Uncle Don Reads the Funnies*, featuring Don Kelley as narrator. The *Times* publishes a weekly picture of auditions and a coupon for youngsters to clip when writing for an audition. The children are featured as character actors of the comic strips.

* * *

Inside a Manager's Mind

BUILT around the workings of a radio station manager's mind, *In the Manager's Office* on KTUL, Tulsa, portrays the executive as he suddenly comes upon a brain child, hurriedly sketches it, calls in a secretary and dictates on a larger scale, and then goes on to actually build the program with production, continuity and musical directors.

REASONABLY accurate facsimile of Groucho Mark is Monte Rosenwald, announcer of KGNC, Amarillo, Texas, shown here dressed for his part in *Coronado Jones*, a locally written and produced musical show. Wes Izzard, KGNC news commentator, wrote the book and lyrics for the attraction.

* * *

Golden Gate Bargains

BEST BUYS is the title of a quarter-hour Saturday night broadcast on KSFO, San Francisco, during which radio listeners are given an opportunity to buy, sell or exchange household goods and other items with their fellow listeners. The program, sponsored by the Folger Coffee Co., is conducted by Bill Baldwin. During the broadcast, six telephone operators receive listeners' calls and furnish Baldwin with typewritten memos regarding the items to be advertised. The entire transaction is heard on the air, with the deals completed in an average of 62 seconds. Raymond R. Morgan Co., Los Angeles, handles the account.

With the News

COMMENTARY on the week's events in Texas, the nation and the world is given in semi-editorial style on Texas State Network by Max Bentley, Texas newspaperman and manager of KRBC, Abilene. The program has been heard by KRBC listeners for two years and the title, *Swing Around the World*, is retained with its spread to the network.

* * *

Denver Stretchers

STRICTLY on the tall-tale side is the *Walter's Whoppers* program on KLZ, Denver. A $50 total of cash awards is given each week for best lies, which are read straight or dramatized; a Judge Ananias presides over the "court of lies". Sponsor is Walter's Beer.

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

10,000 SOAP BOXES!

The combined influence of 10,000 soap box orators could not offer you the sales power available here at WAIR. They listen! They believe! They BUY!

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

ENTHUSIASM for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

Quiz About News

QUIZZEES must know their news on the new current events quiz broadcast Sunday afternoons by WCBS, Springfield, Ill. Howard Dorsey, program director, asks each of six contestants 12 questions, with cash prizes for winners. Five names that appeared in the affiliated *Illinois State Journal* a year ago are read and listeners win cash prizes if they hear their names. After the contest, Dick Noble asks five questions in the audience, carrying a portable mike, each correct answer winning a dollar. During the quiz Jack Heintz, gong ringer, and John Moritz, tabulator, entertain with unofficial comedy and blackboard drawings.

* * *

Confidentially, It Clicks!

ANYTHING goes, so long as it isn't good, on the *World's Worst Program*, sponsored on WIBG, Glenside, Pa., by a bakery firm. At a recent "open house", Announcer Rupe Werling turned over the show to studio visitors, who introduced music, gave weather and time reports, and read commercials. The sponsor served coffee and crullers. Theme of the show is supposed reversal of jobs by Werling and Engineer Archie Sichel, with Sichel bungling the continuity and Werling starting records anywhere.

* * *

Zephyr Air Adventures

MISSOURI'S Zephyr gasoline dealers are sponsoring *Scott Manley Zephyr Squadron*, air adventure series with child appeal, on KSD, St. Louis, from 5 to 5:30 each Saturday afternoon, and the station reports 4,000 children already registered in its "Zephyr Squadron". James Dutson of the KSD staff writes and produces.

* * *

Where to Go Fishing

THOUGH in an inland city, its primary area includes 50 fishable lakes and streams, so KGKO, Fort Worth, has started a bi-weekly program, *Where to Go Fishing*, with a character known as "The Old Fisherman" giving last-minute angling news from correspondents throughout the State.

HIDDEN IN CITIES
Are Word Tricks That CFRB Listeners Like

HEARTY listener response is reported for the new audience-participation contest series, *The Hidden City*, started March 29 on CFRB, Toronto, by Good Humor Food Mfg. Co. The program consists of lively discussions of this and that by a young couple, with both horseplay and serious argument, and names of the *Hidden City* are sprinkled through the conversations — like "mad" and "rid" for Madrid, "bomb" and "bay" for Bombay.

Sponsor of the program, produced by Metropolitan Broadcasting Service Ltd., put the feature on the air originally with no advance ballyhoo, and offering six teaspoons for correct solutions and best letter, received 4,920 replies from the first broadcast. With the prize doubled if a carton top was included, replies jumped even higher, and the sponsor now is offering prizes ranging from $5 cash to a suit of clothes, a 54-piece chest of silverware, and a bicycle, to attract every member of the family.

* * *

Quiz Contacts

UNIQUE audience participation series, *Don't Forget* in which contestants are tested for ability to remember facts by thought association, started April 21 on WBAL, Baltimore, with Allen Prescott as master of ceremonies. Employing the "mental point of contact" or thought association method, contestants are called upon to remember such things, for example, as the telephone number Columbus 5-1492 by associating it with Columbus' discovery of America.

* * *

Annual Annals

NEW daily feature, *A Year Ago Today*, on KWOS, Jefferson City, Mo., goes back one year from date of program, drags out leading local news stories of that day and ties them in with transcribed tunes which were just reaching the height of popularity about the same time.

Rooster Roster

NEW breakfast club program is being built by KSRO, Santa Rosa, Calif., with Roscoe the Rooster as its central personality. Known as the *KSRO Roscoe Club*, the program is designed for participating sponsorship. Applicants for membership in the radio club are sent membership certificates, which are countersigned by Fred Eilers, "who gets Roscoe up to get you up" and Wilt Gunzendorfer, KSRO manager, "who gets both up." The club's slogan is "Be a Booster for Roscoe the Rooster."

* * *

Murphy's Quiz

SPECIAL PROMOTION of the Murphy five-and-dime store's cosmetic department is *Cosmetic Quiz*, daily quarter-hour on WRC, Washington, conducted by Gordon Hittenmark. Remoted from the downtown store, samples of various cosmetics advertised on the program are given quiz contestants. A store window is decorated with a large radio set, pictures and radio stars, and a lifesize photo of Hittenmark. Courtland D. Ferguson, Adv., Washington, handles the account.

* * *

Inn and About Gunter

ROVING microphones are taken all through Gunter Hotel to obtain material for *Gunter Goings On*, an interview series on KTSA, San Antonio. Jack Mitchell queries hotel employes on inner workings of the hostelry.

* * *

Clubwomen Actors

WEEKLY dramatizations are presented by local clubwomen on *Listen, Ladies*, weekly half-hour sponsored by the Handy-Andy grocery stores on WOAI, San Antonio.

Cincinnati News

BROADCASTER'S idea of how a radio editor gets out his news was presented in burlesqued form in a sketch, written by Bev Dean, of the continuity staff of WCKY, Cincinnati, and presented at the Cuvier Press Club's "Radio Night" in Cincinnati recently. All five Cincinnati stations participated. The sketch presented Dean as "Mussolini Kennedy" of the *Post;* Elmer Dressman, WCKY continuity director, as "Stalin Rogers" of the *Enquirer;* and Elmer Baughman, WCKY, as "Hitler Raine" of the *Times-Star*.

$409,258,000
IS SPENT IN ONE YEAR IN
INTERIOR CALIFORNIA

Are You
Getting Your
Share?

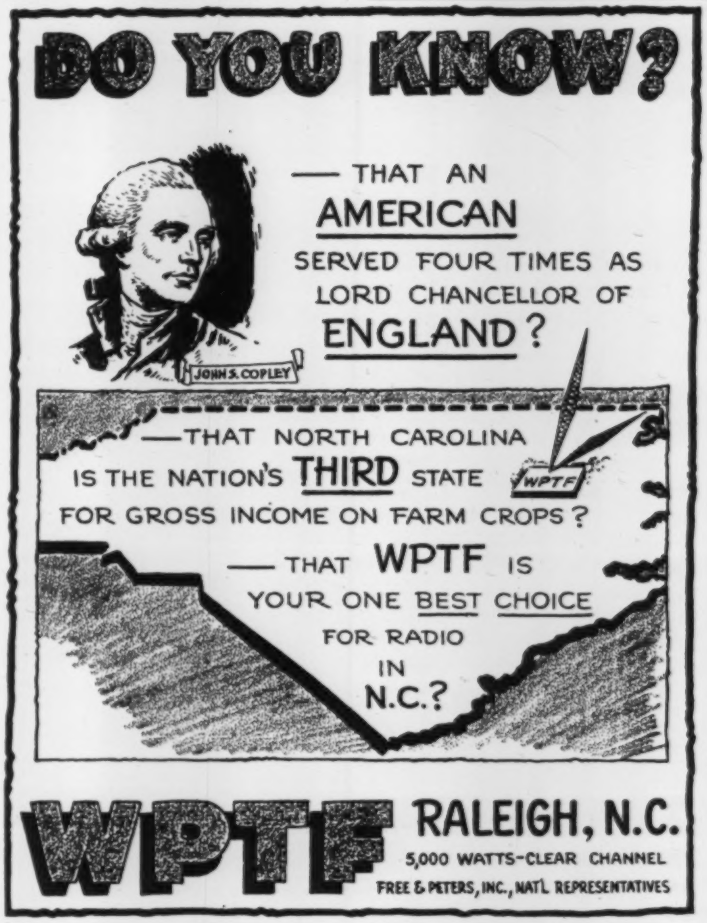
KFBK Sacramento, KWG Stockton
KMJ Fresno, KERN Bakersfield

Represented nationally by
Paul H. Raymer Company
New York - Detroit - Chicago

A SOLID HIT!

General Mills, Socony-Vacuum, and Procter & Gamble supplement their daily Major League Baseball broadcasts by using WHN. Sales-seeking advertisers recognize that duplicate coverage on WHN is like a home run with bases loaded.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES.
EDWARD PETRY & CO., INC.



DO YOU KNOW?

— THAT AN AMERICAN SERVED FOUR TIMES AS LORD CHANCELLOR OF ENGLAND?

— THAT NORTH CAROLINA IS THE NATION'S THIRD STATE FOR GROSS INCOME ON FARM CROPS?

— THAT WPTF IS YOUR ONE BEST CHOICE FOR RADIO IN N.C.?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

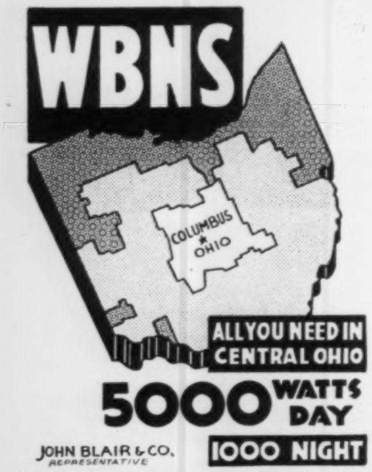
Time Stumpers

WTMJ, Milwaukee, invites listeners to submit song titles to the *Melody Master Mind.* Miller's Fashion Center, sponsor of the program, rewards those sending in songs the *Melody Master Mind* cannot play with boxes of silk hose. A grand prize of a trip to the New York World's Fair is to be awarded for the best letter on "Why I'd Like to Go to the World's Fair in New York." Bob Heiss conducts the quarter-hour programs.

* * *

On the Inn Side

HANDLED by managers of the major St. Louis hotels and explaining the functions of the inns, *Your Servant—The Hotel* has been started weekly on KXOK, St. Louis, under sponsorship of the St. Louis Hotel Operators Assn.



Guernsey Melodies

TEN weekly half-hour shows, *Golden Music,* presenting a musical organization from some neighboring Pennsylvania college, are sponsored on WKBO, Harrisburg, by the Golden Guernsey Breeders of Central Pennsylvania, in cooperation with Pennsylvania Milk Products Corp. of Harrisburg. Commercials are held to a minimum, and each program, in addition to music, presents some representative from each institution to give facts about its history and growth.

* * *

McDuffie and MacTavish

TYING IN with the theme of display advertising the Chas. McDuffie Real Estate Co. has placed for several years, featuring the caption "Mac Sez" with a nugget of Scotch philosophy, that firm is sponsoring a weekly quarter-hour on KOB, Albuquerque, with Sandy MacPherson, created by Bill Foulis, and his pal, MacTavish, reveling in their 15 minutes of Scotch song and verse.

* * *

Building Quiz

EARLY morning show on WHBF, Rock Island, Ill., *Guess The Place,* offers merchandise as prizes for the first 12 listeners to identify local buildings about which three clues are given. Sponsored by the New York Store, Moline, Ill., the half-hour show drew 629 phone calls one morning, according to WHBF.

* * *

Pencil Tales

ANALYSES of listeners' handwriting are given each morning over WLAW, Lawrence, Mass. The program, *Your Handwriting Reveals,* is conducted by Virginia Drew, graphology expert.

THESE SIX LEADING OIL COMPANIES Sell SYRACUSE and CENTRAL NEW YORK

Over **WFBL**

Socony Vacuum **Ethyl Gasoline Corp.**
Tide Water **Pure Oil**
Gulf Refining **Texaco**

NO OTHER STATION IS USED

Whether you're selling oil or safety pins, whether your product costs ten cents or ten hundred dollars you'll find it sells faster when advertised over WFBL. For WFBL is the favorite station of the buying public in the rich Syracuse area.

Write for rates and time available to WFBL, Syracuse, N. Y. or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

No Loafer!

BUSIEST radio man in New England is Hal Goodwin, chief announcer of WHAI, Greenfield, Mass. In addition to handling a 56-hour weekly announcing schedule, he writes half the WHAI continuity, supervises local production, teaches three classes in radio in Springfield, Mass., calling for 180 miles of travel every week. Furthermore, he is holding down the male lead in two Greenfield plays. And on top of all this Mr. Goodwin still finds time to select and purchase all of the station's sound effects — and to work part-time for a local clothing establishment!

Syracuse Synonyms

ON *Synonym Derby,* created by Lansing Lindquist and Al Parker, of WSYR, Syracuse, six contestants listen to words offered by the spelling master and then spell a synonym. A one-syllable synonym nets the contestant two points, and each additional syllable an extra point. Should the contestant fail to give a synoynm, he can earn one point for spelling the original word. Five-dollar cash prize goes to contestant with most points at end of half-hour session.

* * *

Clearing House for Jobs

AN ACTUAL radio employment bureau is operated by WCLE, Cleveland, on its *I Want a Job* program, a commercial program without commercial announcements other than a credit line for Kirby Vacuum Cleaners. Personal interviews are arranged after the programs. The sponsor obtains salesmen for the product from applicants for sales jobs. Gerst Adv. Agency, Cleveland, has the account.

* * *

Pickers of Voices

COMBINING entertainment with promotion, WDAY, Fargo, N.D., has started *Do You Know Your Radio,* on which transcribed "cuts" of artists' voices heard on the station's network and local shows are played, with the idea that listeners try to identify them. Several voices are used on each weekly program, and each show closes with proper identifications so listeners can check their lists.

Chuckwagon Chatter

BECAUSE it couldn't accommodate the huge crowds who came to see its weekly *Chuckwagon Roundup,* KWLK, Longview, Wash., recently moved the broadcast to the city park, carrying out the idea of the show by adding a chuckwagon and a bonfire. The station invites all hillbillies and local composers to come without appointment to appear on the program extemporaneously.

* * *

Community Queries

AS PUBLICITY for the recent Southern Paper Festival, WTOC, Savannah, Ga., broadcast weekly for six weeks *Savannah Brain Trust,* a quiz show built along the lines of *Information Please.* Participants included prominent citizens, who tried to answer questions about the community submitted by listeners. Dollar bills were given for queries that stumped the competitors.

* * *

With the Mails

NEW show on WAAF, Chicago, is titled *Postal Oddities,* and consists of dramatizations of odd incidents in the postal systems of the world. Apprehension of spies through stamps, the post office that was kidnapped, catching gem thieves who tried to use the mails to dispose of their loot—these are samples. Nate Caplow of WAAF produces the show in cooperation with the Chicago Post Office Clerks' Union.

* * *

Shots at Sports

NEW sports series, *The Sports Snapshotter,* featuring Ronnie Ashburn and sporting news highlights and special interviews with local and visiting celebrities, has started on KOWH, Omaha, with the sport department of the *Omaha World-Herald* cooperating.

* * *

Caters to the Aged

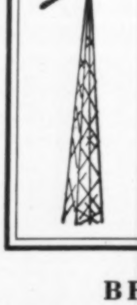
ALICE DUER MILLER, well-known novelist, is conducting a new program *Live & Learn* on MBS every Sunday from 2 to 2:15 p. m., devoted entirely to the elderly portion of the radio audience—people over 60 years of age.

* * *

White Collar Bandits

EXPOSING merchandising frauds, KGKO, Fort Worth, is presenting a series of quarter-hour dramatizations, *White Collar Bandits,* under sponsorship of the Fort Worth Better Business Bureau. The series is written by Eugene Woodfin.

WLAW



In the Heart of

Industrial New England

The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

1,000 Watts **680 Kilocycles**

Owned and operated by
Hildreth & Rogers Co., Lawrence, Massachusetts

Power Is Selected For FREC Post

To Coordinate Research Work Of Educational Committee

APPOINTMENT of Dr. Leonard Power as assistant in charge of research of the Federal Radio Education Committee and as coordinator of all research studies undertaken by the cooperative group, was announced April 18 by Dr. John W. Studebaker, U. S. Commissioner of Education, as chairman of the committee. The executive committee of FREC, made up of leading broadcasters and educators, authorized the appointment.

Dr. Power will carry out studies for the committee which have been assigned to the Office of Education. A fund of $250,500 for ten separate projects has been subscribed by the Rockefeller and Carnegie Foundations and the broadcasting industry. These studies include a survey of successful cooperative efforts of broadcasters and educators, teacher training, and development of an experiment and idea exchange.

Studies to Be Published

The executive committee also approved Dr. Studebaker's recommendation that his assistant, Dr. C. F. Klinefelter, continue to serve as vice-chairman of FREC in charge of finances and other general duties. Designation of William D. Boutwell as assistant in charge of the Educational Radio Script Exchange and Services was approved.

Preliminary plans for publishing the committee's studies were discussed and it is expected the first publication will be ready in November. The executive committee will hold regular meetings every three months and at the June meeting Dr. Power is expected to report on his field observations and conferences with representatives of the broadcasting industry and of education and with civic groups and others who are directly in charge of studies sponsored by FREC.

Attending the executive committee meeting were Dr. Studebaker; Neville Miller, NAB president; Frank M. Russell, NBC vice-president; Frederic A. Willis, CBS; John Elmer, WCBM; Willard Givens, secretary, National Education Association; M. V. Kiebert, as substitute for Andrew D. Ring, assistant chief engineer, FCC, and Dr. Levering Tyson, president of Muhlenberg.

St. Louis 630 Fight

A FREE-FOR-ALL by St. Louis stations seeking the 630 kc. channel is foreseen at the hearing scheduled for June 20 with the filing of an application April 21 by KWK for that frequency. Originally KXOK, St. Louis *Star-Times* station, filed for full-time on the channel and for new assignments for KFRU, Columbia, Mo., also owned by the *Star-Times*, and WGBF, Evansville, Ind., which now share time on the channel. Subsequently, KSD, operated by the *Post-Dispatch*, filed for the 630 kc. channel, suggesting that the FCC alter the *Star-Times* allocation proposal [BROADCASTING, March 15, April 1]. Some 30 stations have received notices of the hearing as respondents.

Wheeler Finds American Radio Better But Urges Improvement in Advertising

COMMENDING radio for the "great job" it has done, excelling anything accomplished in other countries, Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared April 23 he felt there was still room for improvement, particularly in connection with commercials.

Participating in the *People's Platform* program on CBS, along with Edgar L. Bill, president of WMBD, Peoria, Dr. John W. Studebaker, U. S. Commissioner of Education, and Gertrude H. Bowling, head of the Instructed Visiting Nurses Assn., Senator Wheeler held that local advertising over independent stations, as opposed to the networks, generally speaking was too long and loud.

He warned against monopoly through excessive use of commercial radio by large advertisers as opposed to smaller independent competitors who could not afford to buy the time, but was sharply answered by Mr. Bill. The *Platform* was conducted from Washington and presided over by its regular chairman, Dr. Lyman Bryson, of the Adult Education Assn.

Advertising Problems

Asserting that NBC and CBS have done a "good deal toward trying to correct" advertising abuse, Senator Wheeler said that smaller stations in his opinion have too much advertising and too many announcements. Mr. Bill, however, brought out that on the average 65% of all programs are sustaining and only 35% commercial. He also pointed out that the NAB is forming a Code of Ethics for the industry, designed to eliminate commercial evils.

Senator Wheeler was inclined to blame this condition on the demands of advertisers and their agencies rather than stations, but Mr. Bill explained that both the agency and the broadcaster seek results. Too much copy will not do the job, he said.

When Senator Wheeler observed that particular manufacturers could dominate radio to the detriment of competitors, thus fostering monopoly. Mr. Bill said that the same difficulty exists in relation to other advertising media and that there is ample time available on the air for all who have the price to pay, provided they are legitimate.

Senator Wheeler defended the FCC and Chairman McNinch on the censorship issue. Declaring he had read articles that Mr. McNinch "wants to increase censorship over the radio", he said that in fairness to the Chairman he did not believe these statements were correct and "I think a great deal of propaganda has been put out which hasn't been fair to the Commission. I am sure that they do not want to censor the radio and certainly, I am sure that the American people do not want censorship."

Equality of time for discussion of all sides of all public issues was advocated by the Senator. When Mr. Bill asked whether stations should allow people to broadcast who incite religious and racial feeling, Senator Wheeler said he felt all sides should be presented and he believed listeners could make up their own minds. He expressed no fear of propaganda from dictator nations, doubting if it made any impression on other countries.

The roundtable ended when Dr. Studebaker projected the question of Government broadcasting stations in the international field by asking whether private operators could afford to spend great sums of money for maintenance of such stations on a noncommercial basis, explaining he did not suggest the Government ought to do it.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL
ATLANTA

BONANZA (KENTUCKY) AIN'T NO BONANZA!

Bonanza (Ky.) is a real place—but it ain't exactly *the* place to look for bigger and better *sales!* Villagers there just cain't *buy* much of what you sell. But people in the Louisville Trading Area *do* buy—and the total is more than for all the rest of Kentucky, *combined!* . . . WAVE covers Louisville as well as *any* medium—and at the lowest possible cost. Write for the whole story—NOW!

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

NEW AND GREATER FACILITIES NOW AVAILABLE TO EVERY NATIONAL ADVERTISER

- Double Space Car Cards
- Trailers in Local and Outlying Theatres
- Illuminated Outdoor Signs
- 8 Full Time Production Men
- 5 News Circuits and 7 Full Time Newsmen
- Modern High Fidelity Transmission
- Daily Program Publicity
- An Abundance of Experienced Live Talent
- 50 Remote Service Lines Covering Cincinnati and Vicinity

and Many Others

WSAI
CINCINNATI'S OWN STATION
Represented by
INTERNATIONAL RADIO SALES

More Armstrong Tests

THAT the Stromberg-Carlson Co., radio set manufacturers and operators of WHAM, Rochester, intends experimenting in the field of frequency modulation as developed by Maj. Edw. H. Armstrong, was indicated with the filing of an application with the FCC for a new 2 kw. high-frequency station to operate on 40.3, 41.2, 41.6 and 41.8 mc. It is planned to conduct the experiments in so-called "staticless" transmission and reception in connection with WHAM.

SPECIAL temporary authority for 30 days to conduct frequency modulation experiments on 41, 41.25 and 41.5 mc. over station W2XDA at Schenectady was granted the General Electric Co. April 25.

WSYR

Lowest Cost per Listener
.. Both RED
& Blue NBC shows

SYRACUSE

Equipment

NEW-STYLE pack transmitter, containing receiving as well as transmitting facilities to enable the announcer to get his cues orally instead of visually, as was necessary with the old-style packs, will be used by WNYC, New York, to cover the World's Fair this summer. The station has received permission from the FCC to operate two of these transmitters, each with 3 watts power, on 2150 and 2058 kc. Pack sets were designed by James Berry, WNYC engineer, under the direction of Isaac Brimberg, chief engineer, and were built by Link Radio Laboratories.

WHK, Cleveland, is constructing a new facsimile studio in its large reception room. The studio, to be about 20 feet square, will house the scanning transmitter as well as several facsimile receivers. New studio will be enclosed in glass, and visitors may watch the entire process of sending and receiving the new facsimile newspaper.

THE projected new KWFT, Wichita Falls, Tex., has purchased an RCA 1-EA broadcast transmitter and associated equipment.

NEW RCA portable recording and new Fairchild permanent recording units have been purchased by WMT, Waterloo, Ia.

HYGRADE SYLVANIA Corp. has approved plans for a 50,000-foot addition to the Sylvania tube plant in Emporium, Pa. The new building will house advertising, sales, accounting, administrative and engineering offices.

FOUR Presto 6-D recording turntables, equipped with RCA cutting heads, have been installed in the NBC Hollywood studios.

TEACHING BY RADIO
A Great Idea, Westminster Students Decide

THREE out of four students of Westminster College, men's school in Fulton, Mo., see great possibilities for the use of radio in the classroom, according to results of a survey released recently by Dr. Franc Lewis McCluer, president of the college. Radio could be used most profitably in history, music and political science, the students indicated, although a large number also saw it as a boon to the study of foreign languages. Television was regarded as a means to study "real life activities in the classroom".

A great majority of answers stated that radio excels in bulletin reporting, but that newspapers excel in completeness and permanent record. The questionnaires recorded news reporting as radio's greatest value, with musical entertainment, dramatic entertainment, propaganda and sports reporting following in that order. The survey also indicated that of radio programs the Charlie McCarthy show "contributes most to a wholesome national sense of humor", although Jack Benny was found to be the most popular male radio star. Dorothy Lamour led as the most popular feminine star.

Columbia U. Designates Paul White to New Post

PAUL WHITE, director of the CBS department of public affairs, who has been lecturing on news broadcasting for the last year at Columbia University Graduate School of Journalism, has been appointed an assistant professor of the university for 1939-40. Dean Carl W. Ackerman, in announcing the appointment to strengthen the curriculum in radio news broadcasting, said it is becoming increasingly important to the journalist to "study the technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television or facsimile." Mr. White, who has been CBS director of public events since 1934, was graduated from the Columbia School of Journalism in 1924, and had wide newspaper experience, chiefly with United Press, before entering radio.

Radio AND Education

ASSIGNED full time to handle educational programs and cooperate with local civic and cultural groups, Irwin A. Johnson, instructor in romance languages at Ohio State U. and chairman of its Language-Arts Department, has been named director of developmental programs, a newly created post, at WBNS, Columbus. Mr. Johnson has been associated with the announcing staff of WBNS for six years.

CHICAGO Radio Council of the board of education announces a Radio Workshop June 26-July 21. Paul Douty, formerly of WBBM, Chicago, will handle instruction in radio production, while James Whipple, radio director of Lord & Thomas, Chicago, will handle the continuity classes. Miss Luella Hoskins of the Council staff will be in charge of the series on classroom utilization of radio.

MBS will cooperate with the Cincinnati College of Music in conducting a series of auditions from June 1 to July 1, to be used as the basis for 12 free one-year scholarships offered by the college and WLW. To enable students of music who otherwise could not participate in auditions held only in Cincinnati, MBS affiliates will hold elimination auditions and send recordings of the five winners to the final audition board.

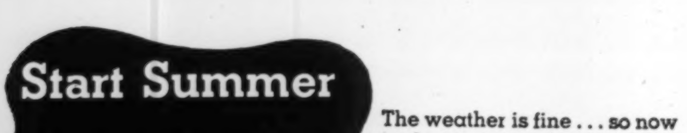
PROSPECTUS of college and university radio plans for 1939-40, "The Texas State Network Lends a Hand", has been released to about 30 college and university presidents in Texas by the educational department of TSN. "Within the 22 cities served by TSN affiliated stations there are 25 universities and colleges from which we hope to draw talent and broadcast material for an extensive series of education features," Forrest W. Clough, educational director, has announced.

MRS. HARRIET HESTER, educational director of WLS, Chicago, has been appointed a member of the new Illinois committee on rural education by John Wieland, State Superintendent of Public Instruction.

JEFFERSON CITY, Mo., high school students go on the air each Sunday afternoon on KWOS with a program of vocal and instrumental music, debates, short talks and comment.

WFAA, Dallas, on May 11 will broadcast a 45-minute final examination, on which semester grades will be based, in a music memory course to 20,000 pupils in 45 Dallas public schools. The examination is to be staged in cooperation with the supervisor of music for Dallas schools, Miss Sadie L. Williams, who will preside over the test in the station studios, assisted by a WFAA announcer.

A NEW compilation of *Radio References: A Bibliography* has been issued as a 21-page folder by the Electrical Division, Department of Commerce, price 10 cents.



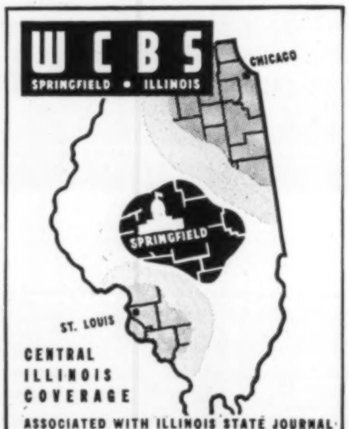
Start Summer SALE-ING

The weather is fine . . . so now is the time to advertise "The Triumphant Trio Way"

ITALIAN, JEWISH, POLISH

and start your Summer Sales Soaring in our *large* Foreign Language Market with its *big* Buying power!

WPEN PHILA.
1000 WATTS
WM. PENN BROADCASTING CO.



WCBS
SPRINGFIELD • ILLINOIS

CENTRAL
ILLINOIS
COVERAGE

ASSOCIATED WITH ILLINOIS STATE JOURNAL
SEARS & AYER, INC • NATIONAL REPRESENTATIVES

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

in the CONTROL ROOM

DR. PETER C. GOLDMARK, chief television engineer of CBS, on April 18 was issued U. S. Patent No. 2,155,126 covering a sound and television receiving system. He has assigned his rights to the Markia Corp., New York.

ALBERT CAPSTAFF, NBC Hollywood engineer, is the father of a girl born April 19 in Van Nuys, Cal.

FRED G. TAYLOR Jr., of the technical staff of KSL, Salt Lake City, was hospitalized in mid-April for a herniotomy.

TOM ROARK, former central engineer at KVOR, Colorado Springs, Colo., has joined the staff of Radio Productions, Denver, as recording engineer.

HILERY WAYNE BELLES, engineer of KGNC, Amarillo, Tex., recently married Jayne Ward.

DON CHASE, engineer of WTMJ, Milwaukee, recently qualified for a commercial pilot's license.

LEONARD SAYE, transmitter and studio engineer of KGKO, Fort Worth, married Wanetta Simpson on April 23.

CHARLIE BRANNON, chief engineer of WCLO, Janesville, Wis., is the father of a girl born recently.

OSCAR C. GRIFFIN has joined the engineering staff of WSIX, Nashville, succeeding W. Harold Walker, who left to become transmitter engineer of W4XA, new ultra-high frequency station in Nashville.

Zarephath Denial Urged

TENTATIVE denial of the application of the Pillar of Fire, operating WAWZ, Zarephath, N. J., for a new international broadcasting station in that city to operate in the high frequencies with 5 kw. unlimited time, was announced by the FCC April 17 in a proposed decision. The Commission's proposed findings and conclusions stated that while the applicant was qualified to construct the station, the need had not been established and no definite program of research had been formulated. Moreover, it held it was extremely doubtful that the proposed station would render satisfactory international broadcast service. Under FCC procedure all parties have 20 days in which to file exceptions and request oral argument.

New WHO Service

WHO, Des Moines, has formed the WHO Community Service to produce home talent shows patterned after the *Iowa Barn Dance Frolic*. Shows will be produced in Iowa and surrounding States, according to Manager J. O. Maland. In charge of the new service is Arthur MacMurray, for five years with WLS, Chicago, and formerly professor of public speaking and debating at Iowa State College. Miss Pat Griffith is secretary. The service is a division of WHO Radio Enterprises, which manages the WHO Artists Bureau, Golden Gloves tournament and other activities related to but not strictly a broadcasting function.

Heads Capitol PA

EUSTACE H. TAYLOR has been named engineer in charge of the sound system in the U. S. House of Representatives. He had recently been in charge of the audio laboratory installation at Capitol Radio Engineering Institute, Washington.

A SOUND cabinet that allegedly does everything but nurse the baby, has been inducted into service at WKY, Oklahoma City, the handiwork of Earl Hull, veteran chief engineer of the station. Given the honor of mixing the first sound was Dave Rubinoff (in foreground), famed violinist. Others (l to r) are Gayle V. Grubb, WKY, manager, Mr. Hull and John Shafer, WKY special events chief. The cabinet has instantaneous cueing facilities, four turntables, multiple volume control, and gadgets galore.

IBEW AFFILIATION APPROVED BY ABT

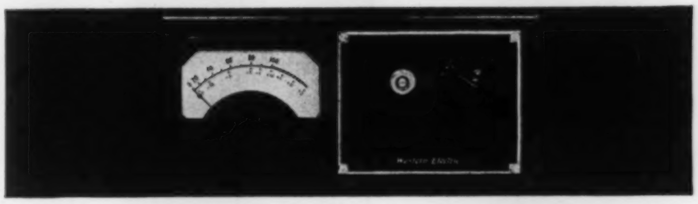
PLANS for the entry of the Associated Broadcast Technicians, independent union of engineers employed at CBS stations, into the AFL's International Brotherhood of Electrical Workers were approved by delegates representing all ABT locals at a convention held in New York, April 17-21. A convention agreement authorizing the move has been sent to the locals for ratification, according to Carl Whittlig, president of the New York local of ABT. When this ratification has been secured, he said, the next move will be to get CBS to agree to retain its present contract with ABT, which runs until 1942, as it now stands, but accepting the change from ABT to ABT locals of IBEW.

This is the second attempt of ABT members to affiliate with one of the major labor unions. In 1937, following the failure of ABT to secure its full demands from the CBS management, the New York and Washington chapters broke away from the parent group and almost 100% joined the American Communications Union, affiliated with the CIO. Hearings before the National Labor Relations Board, in which the ACA asked recognition of the technicians employed at WABC, and WJSV, Washington, resulted in a ruling that all technicians employed by CBS in its M & O stations should be considered as a single bargaining unit. Following an election held at all such stations, in which the ABT was victorious, most of the New York and Washington engineers rejoined ABT.

If the company agrees to recognize IBEW as representing its engineers in other cities, it will be bringing them in line with the technical staff of KMOX, St. Louis, where all stations employ only IBEW members.

ERNEST J. STREBA, 42, Bell Laboratories research engineer and authority on transmitting equipment, died in Asbury Park, N. J., April 24.

You need this new Volume Indicator for measurements in *VU



Western Electric 754A Volume Indicator and KS 8218 Meter —developed by Bell Telephone Laboratories.

SPECIFICATIONS

Type: Copper oxide rectifier.

Input Impedance: 7500 ohms with meter indicating zero VU. (Ideal for bridging on 600 ohm circuits).

Range of Measurements: Volume levels from + 4 to + 26 VU on circuits or program lines of 600 ohms impedance.

Frequency Response: Less than 0.2 db variation over frequency range from 35 to 10,000 cycles per second.

Scale Readings: Provided with type B scale for radio broadcast work—0 to 100 scale emphasized, lower − 20 to + 3 VU subordinated.

Finish: Aluminum gray. Photo-etched black satin designation plate with chromium trim.

Mounting: Standard type relay rack mounting panel 5¼" x 19".

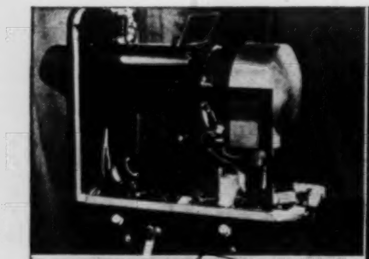
For further details, get in touch with Graybar.

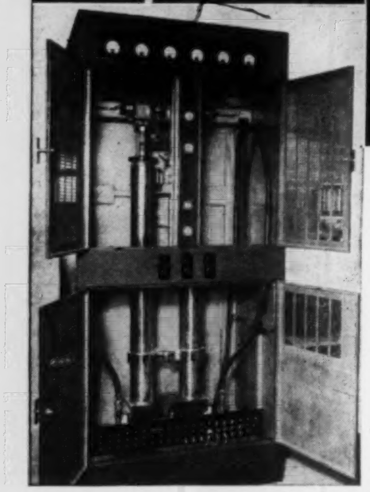
**Newly accepted network standard. "Volume Units" = db above 1 milliwatt when measured in the specified manner with meter having specified characteristics.*

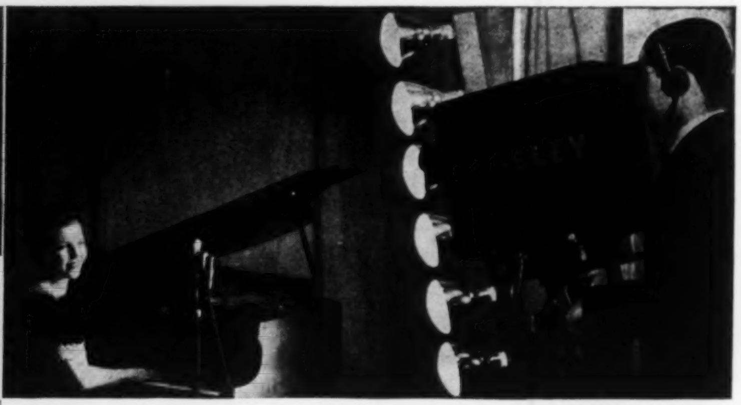
DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by Graybar Electric Company

Western Electric
BROADCASTING EQUIPMENT







CROSLEY Corp. recently demonstrated its experimental television transmitting and receiving equipment, on the top floor of Carew Tower, Cincinnati, the city's highest building, where studios, control and observation rooms have been constructed. Broadcasts of experimental television are planned upon FCC approval of Crosley video applications, experiments thus far being confined to the laboratory. All equipment was built by Crosley enginers. If television is found moving into public acceptance, Crosley announces, the firm will be ready with a trained staff as well as equipment at popular prices. The factory has built a number of receivers but no production schedules have been made nor have marketing plans been decided. Here is a stripped view of the Crosley camera (top left), the transmitter (bottom) and a scene in the studio.

Second Article on Video Is Published by *Fortune*

SECOND article dealing with the development of television, covering the program side, is published in the May issue of *Fortune* Magazine. The publication, in its April issue, described the technical operation of visual broadcasting [BROADCASTING, April 1]. The current study investigates the television program prospects and "the staggering economic problem that will be faced as videcasts begin, as they will at the World's Fair".

"No one knows yet what a television program is, let alone who can pay for it," *Fortune* comments. "No one knows what kind of programs the people will like, or whether in fact they will like any programs well enough to buy sets. Advertisers will not buy television time until the public buys sets. So probably for a considerable time to come, the broadcasting companies are left holding the bag, in the sense that they must invest millions of dollars in television programs, in order to make the public want sets, in order to make advertisers put up the dough."

Vermont's ASCAP Law

THE ninth State Legislature to adopt a so-called "anti-ASCAP" statute is Vermont, whose Governor, George D. Aiken, on April 13 signed such a measure. The law provides for a "privilege tax" of 5% of gross receipts derived by the copyright owner from the sale or licensing of performing rights, to accrue to the State, with a provision that all such licensing agreements covering performing rights shall be filed with the Secretary of State and be open to inspection. Other States which have adopted similar statutes are Washington, Montana, North Dakota, Kansas, Tennessee, Wisconsin, Florida and Nebraska.

Chesebrough to Return

CHESEBROUGH Mfg. Co., New York (vaseline products), through McCann-Erickson, that city, has renewed the weekly half-hour *Dr. Christian* dramatic program on 58 CBS stations. New contract is effective in early October when the series resumes after a summer layoff. Current series, featuring Jean Hersholt and Rosemary DeCamp, which emanated from Hollywood, terminated April 11 after 26 weeks. Dorothy Barstow, agency producer of the series, has returned to her New York headquarters after several months on the West Coast.

RMA Promotion Fund

AN ADDITIONAL $5,000 toward the joint NAB-RMA promotional campaign was appropriated April 27 by the Radio Manufacturers Association at a meeting of its promotional committee held in New York. It previously had allotted $2,500 toward the project, and its new appropriation equals that made by the NAB. At the meeting, the RMA group expressed gratitude to the broadcasting industry for the energy displayed in the "National Radio Week" campaign and for the time and talent devoted to the job. They pledged manufacturers to a greater degree of cooperation through dealers and distributors.

Farm Market News

THAT 345 U. S. broadcasting stations are now carrying one or more daily programs of agricultural market information, securing their news for the most part from the Bureau of Agricultural Economics of the U. S. Department of Agriculture, is disclosed in a 78-page *Directory of Market News Broadcasts* just issued by the Bureau. The directory lists each station carrying such news, its wavelength and power and its precise schedule of market broadcasts as of Feb. 1. The foreword points out that 90 stations added this news during the last year, 160 during the last two years.

CBS SELECTS HOLE TELEVISION HEAD

Mr. Hole

LEONARD H. HOLE, formerly director of CBS program service department, has been appointed manager of the network's television operations, Francis C. Barton Jr., formerly Mr. Hole's assistant, has taken over program service supervision. A graduate of the University of North Carolina, B. A. '30, Hole came to New York to study business management at Columbia U. After a year in the advertising department of R. H. Macy & Co., he joined NBC's sales promotion staff, later going to Benton & Bowles as account executive on the Colgate-Palmolive-Peet account. Three years later Hole went with CBS as assistant to W. B. Lewis, now vice-president in charge of broadcasting.

Gilbert Seldes, CBS director of television programs, sailed for London April 21, to spend several weeks studying recent developments at the BBC. When he returns to New York on May 12 he will be accompanied by Donald H. Munro, television production manager of BBC, who will spend a month at CBS in an advisory capacity. With the installation of its transmitter nearing completion, CBS expects to start regular test telecasts some time in June.

AXTON-FISHER TOBACCO Co., Louisville, which has been testing the program *Captain Herne* on WGN, Chicago, for Twenty Grand cigarettes, has added KFRC, San Francisco, and KHJ, Los Angeles for 13 weeks. McCann-Erickson, New York, handles the account.

NITRAGIN Co., Milwaukee, Wis. (Legume inoculation), on May 3 starts thrice daily five-minute programs on WLS, Chicago. Western Adv. Agency, Rasine, Wis., handles the account.

Networks on Air Early for Hitler

ALL NATIONAL networks carried the speech of Chancellor Adolf Hitler before the German Reichstag April 28, along with interpretations during and after his answer to President Roosevelt's suggestions for world peace. Picking up the 2½-hour speech, which started at 6 a. m. (EST), direct from the Kroll Opera House in Berlin, all networks carried running translations, along with foreign and domestic commentaries. All network affiliates and other stations having permission to carry network relays opened their broadcast day early enough to carry the complete speech.

NBC began at 5:45 a. m. with a preview from Berlin by Max Jordan, NBC European representative, fading into the speech, and then picking up from Washington short comments from a group of Senators and Congressmen who were guests of NBC at a broadcast-breakfast in the Washington studios. It also carried short interviews with correspondents in European capitals, lead by H. R. Baukhage, NBC's Washington news commentator, who also interviewed other Congressional leaders and a group of Washington newspaper correspondents later in the day. At 10:30 p. m. the network broadcast a survey of editorial reaction to the speech appearing in the American press.

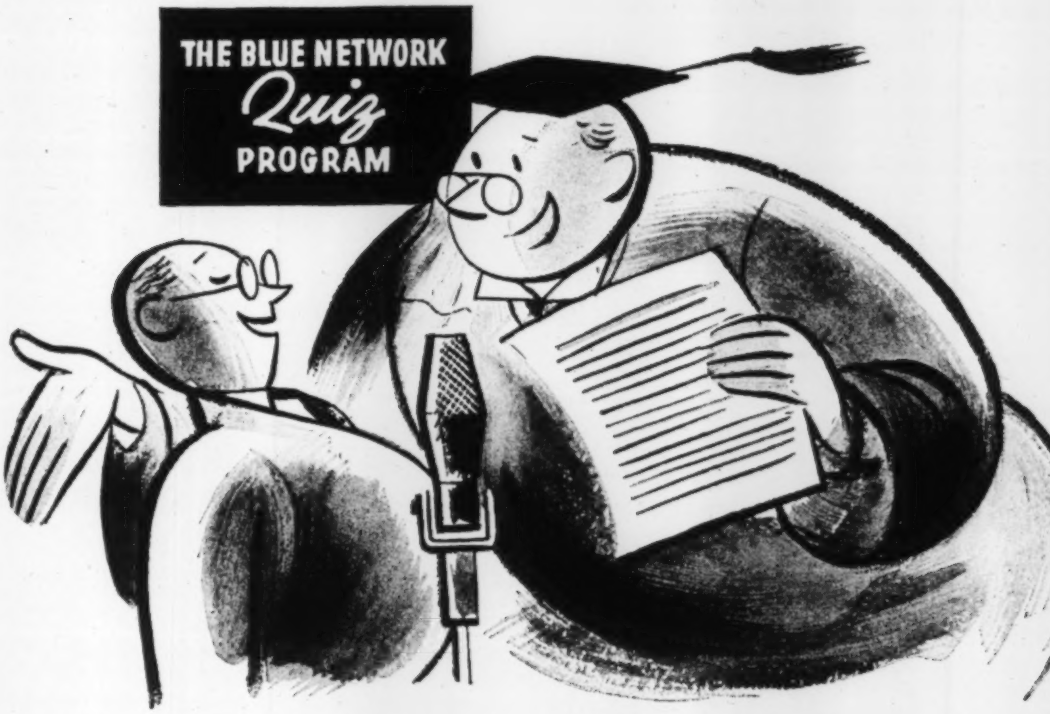
CBS furnished complete coverage of the Hitler speech, following the European relay with a half-hour English summary from Berlin and then a quarter-hour commentary by H. V. Kaltenborn. At 6 p. m. CBS carried a pickup from England, with Winston Churchill commenting on the English reaction, and at 7:30 two-way conversations between Kaltenborn and CBS representatives in London, Paris, Berlin and Washington. A consensus of editorial opinions in the American press was broadcast 11:30-12 to finish the day's schedule.

MBS coverage, in addition to the speech itself, included a brief commentary following the address by Raymond Gram Swing, along with a translated summary, and two British pickups through BBC arranged by John Steele, MBS European representative, interviewing English citizens and newspapermen.

Net Serials on Discs

TO INCREASE its clients' coverage in the New York area, Blackett-Sample-Hummert has announced that, starting May 8, eight daytime network serial programs will be repeated via transcription on WMCA, New York, Mondays through Fridays, during the two-hour period from 8 to 10 p. m., on a 52-week basis. Two of the programs are on CBS, and the other six are heard on NBC. The programs include (CBS), *The Romance of Helen Trent,* sponsored by Edna Wallace Hopper Cosmetics, and *Our Gal Sunday,* by Anacin Co.; (NBC) *Stella Dallas* and *Lorenzo Jones,* by Chas. H. Phillips Chemical Co., *Backstage Wife* by R. L. Watkins Co., *John's Other Wife* by A. S. Boyle Co. and Bi-So-Dol Co., *Just Plain Bill* by Kolynos Co. and Anacin Co., and *Young Widder Brown,* by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.

ABSOLUTELY CORRECT, MR. JONES!



EMCEE: Contestant Number One is Mr. Jones . . . Now, Mr. Jones, can you give us the by-word in radio today?

MR. JONES: I believe it is "buy-word" and it is "Better Buy Blue."

EMCEE: You are correct, absolutely correct, Mr. Jones. Now, can you tell us why "Better Buy Blue" is the buy-word?

MR. JONES: Because many Blue Ribbon advertisers have found the Blue Network to be the low-cost high-return radio buy today.

EMCEE: Correct again, Mr. Jones. And now, let's see, can you list the Blue Ribbon accounts which have signed new or renewal contracts on the Blue in the past few months?

MR. JONES: I think so. They are Acme Paints, Alka-Seltzer, Anacin-Bisodol, Ballard & Ballard Biscuits, Brown & Williamson, Canada Dry, Fels-Naptha, Fendrich Cigars, G. Washington Coffee, Goodyear Tires, Gulden Mustard, Jergens-Woodbury, Lewis-Howe Company, P. Lorillard Company, Macfadden Publications, Mars Candy, Procter & Gamble, Ralston, Standard Brands, Sun Oil, Swift & Company, Time Magazine, Vanette Hosiery, Ward Baking Company, R. L. Watkins, Welch Grape Juice, Westinghouse, J. B. Williams Company.

EMCEE: Correct, absolutely correct. 100% for Mr. Jones.

• • •

So much for that. But . . . get the whole story on the Blue. Call your nearest NBC office for details, particularly on the new discount plan which helps you to "go National" on a modest budget.

BLUE IS THE BUY-WORD IN 1939

NBC *Blue* NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

CBC Gradually Lifting Restrictions on Networks

By JAMES MONTAGNES

WHILE no formal meetings have been held by the CBC and representatives of private broadcasting stations since the March 20 meeting at Montreal [BROADCASTING, April 1], it is understood that restrictions imposed last Dec. 1 are gradually being lifted by the CBC. A number of private networks have been approved for commercial programs in the last few weeks, and evening transcription restrictions have been eased for a number of stations applying to the CBC.

No policy has been formulated by the CBC Board of Governors following its meeting with the private broadcasters at Montreal, and it is not likely a new policy will be announced for some months, since no full meeting of the board is scheduled until summer.

Commercial networks, other than the CBC national and regional networks, are being approved for "legitimate" advertising which does not interfere with the CBC networks. It is not thought likely the CBC will change its policy regarding price mention, another restriction the broadcasters asked to be lifted.

SOON • • •

50,000 WATTS

A SHREVEPORT TIMES STATION
KWKH
Represented by THE BRANHAM CO.
SHREVEPORT, LOUISIANA

Restrictive Net Clauses Opposed

(Continued from page 32)

the networks' share, according to the exhibits, network operation accounted for $3,471,807, and network stations $5,279,457—$2,924,148 for nine key stations and $2,355,309 for the M&O stations.

Mr. Caldwell brought out on cross-examination that the networks, according to these figures, in the aggregate accounted for more than 80% of the amount of the net income of the 606 independent stations and regional networks.

Paul A. Porter, CBS junior counsel, also brought out on cross-examination that through lumping M&O and key stations in the exhibits a 20 to 25% differential was possible in figuring expenses of operation. Mr. Sutton declared that although the figures were valuable as a basis for determination, they were not completely reliable as an indication of network operation, particularly in the matter of figuring "expense".

Mr. Porter moved that the supplementary exhibits be stricken as being unreliable, susceptible to a "margin of safety" of 20 to 25%, and a repetition of material introduced earlier. The motion was overruled, however, and the exhibits admitted with amendments noting the treatment of key and M&O station items and a brief breakdown of the network independent station shares of net revenue.

Restraint on Renewals Or Extensions Requested

Commenting on the attitude of NBC and CBS counsel toward the exhibit, Mr. Caldwell said, "When these figures were accepted against the interests of independents at the June 6 hearing, they should be accepted now when they go against the interests of networks in this proceeding."

Mr. Caldwell tossed another bombshell into the proceedings a short time later when he interrupted testimony of Adrian Murphy, CBS director of developmental projects, to move that the FCC issue an order "in the nature of a temporary injunction" to prevent "any renewal or any extension of existing contract, agreement, or other arrangement for a period extending beyond Dec. 31, 1940" in order not to prejudice legislative recommendations by the Committee arising from testimony during the present inquiry.

Prefacing his motion, Mr. Caldwell outlined the conditions within the industry which he said provided an "analogous situation" to that in which an injunction could be issued. ". . . Evidence recently heard by the Committee and which, so far as I know, is undisputed, is to the effect that certain national network companies are in the course of attempting to secure renewals of their existing contracts with affiliated stations for a further period of five years," he began. "In most instances this means an extension of existing conditions until 1946 and leads to extreme danger of depriving this Commission of all power and jurisdiction to achieve any results from this long and expensive investigation or to remedy any evils that may have been developed by the evidence."

Principal problems of the network situation, he continued, included exclusivity, optioned time, long-term contracts and the situation where two stations in a single city are tied to a single network company. Observing also that time will be needed for FCC personnel to develop definite recommendations from the testimony in the record, he cautioned against "turning this whole investigation into a complete waste of effort and a farce by having the very subject matter or your inquiry taken from under you by the parties that are under investigation—as would be done, at least in part, if five-year renewals of existing contracts were to be permitted."

Opposing Counsel Object To Caldwell Motion

"It is an open question whether your power to adopt regulations concerning chain broadcasting is just as extensive with respect to existing contracts as it is with respect to future contracts," he declared. "No one really knows the answer to this until the courts have passed on it. No lawyer, however, would say with any confidence that your power with respect to existing contracts may not be successfully challenged, and, if this is so, they are obstacles to effective regulation until their dates of termination."

Mr. Caldwell's suggested regulation read: "No licensee of a standard broadcast station shall enter into a contract, agreement, or other arrangement with any network organization covering or dealing with the affiliation of such licensee's station with the network organization or into any renewal or extension of any existing contract, agreement, or other arrangement for a period extending beyond Dec. 31, 1940."

Judge Burns interrupted Mr. Caldwell's preliminary remarks, requesting that he read the motion in order to determine whether or not the Committee had jurisdiction to entertain it, but after a ruling from the chair Mr. Caldwell resumed his statement, which drew biting criticism from both CBS and NBC counsel.

Judge Burns, commenting on the "evidently self-serving statement of Mr. Caldwell," said:

"I would like to express amazement at the gall of counsel for Mutual in an investigation which was ordered by the Commission to state in effect that his conclusions must be the conclusions of the Committee and to ask for an order before a Committee who has under the terms of the order only the power to investigate. His whole statement, which as I indicated was an argument prior to a recommendation, was nothing more than a defense of Mutual's attempt to aggrandize itself at the expense of the other networks. I can imagine nothing more in the nature of a prejudgment than his statement that he had established that there were certain evils in the exclusivity clause.

"Apart from some hearsay evidence put forward by Mutual, which was not subject to cross-examination by the other networks, and which could hardly be given that kind of attention which credible testimony deserves, the evidence is very clear from both the networks themselves and the stations generally that the exclusivity clause is desirable and proper.

Recalls Purpose of Commission's Hearing

"Apparently counsel for MBS is assuming that which is in dispute, the legality of the existing contracts. I think that perhaps the Committee may have jurisdiction to receive a suggestion from Mr. Caldwell, and as to that I have no objection, but if it be given any formal status, as he tries to make it so, in the form of an injunction, I object and state that the Committee under the terms of the order is without jurisdiction so to act."

As the CBS counsel concluded these remarks, which came in the midst of Mr. Caldwell's, he also moved to strike "the remarks of counsel for Mutual on the ground that they are irrelevant and designed for the purpose of prejudicing the rights of other parties to the investigation." Both Mr. Caldwell's and Judge Burns' motions were taken under advisement by the Committee.

Judge Burns took up the cudgel once more after Mr. Murphy had

TRANSCRIBED 15 MINUTE PROGRAMS

VOICES OF YESTERDAY
BEAUTY THAT ENDURES
HOW TO PLAY PIANO BY EAR—By ED. EAST

5 MINUTE PROGRAMS
for
LIFE INSURANCE
USED CARS
SAVINGS & LOAN ASSN.
BANK
PERSONAL LOAN
JEWELRY
FURNITURE
OPTICAL

LIVE 15 AND 30 MINUTE SHOWS

"THANKS!"

To our many FRIENDS who have made it necessary for us to move to larger quarters from 420 MADISON AVE. to 19 EAST 53rd ST. at MADISON AVE. where we now occupy the entire floor. We shall attempt to merit your continued patronage by presenting

NEW IDEAS IN RADIO

VISIT US WHEN YOU ATTEND THE "FAIR"

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

finished his brief testimony. In his second commentary he said:

"I would like to make an observation, if it please the Committee, regarding this amazing statement of counsel for MBS. I just looked at the order under which this Committee is hearing, and it is obviously a legislative order where the Commission is seeking to have information, and we have—I speak for CBS and I am sure it is true for Mr. Hennessey—come down here and tried to give the Commission all the information that is necessary for an understanding of the problem prior to making any legislative regulations on the part of the Committee.

"Now, for a network (counsel) to turn this into an adversary battle in order to advantage his particular client amounts to a distortion of the whole proceeding. It certainly does make one observation unnecessary—that in such an industry as this it is idle and false to make any charges of monopoly. However, I suggest that this reckless, and I might call it irresponsible, suggestion that this Committee or the Commission should upset contracts involving millions of dollars on the say-so of one party to a non-adversary proceeding is, to say the least, surprising.

"I would also like to make the observation that in the testimony on Mutual, if I recollect it aright, the Don Lee company, which is associated with them, had exclusivity clauses, so even on his own assumption he comes here with unclean hands.

"I make these observations in the hope that both because of counsel's lack of sense and lack of jurisdiction the Committee will report to the Commission that it received the contemptuous treatment that it deserves."

Mr. Hennessey, concurring with Judge Burns, declared: "NBC has regarded this proceding as one in which it was their obligation to make a complete disclosure of their own operations. We have attempted to do that. At no time in the course of the proceedings have I thought, or has anyone in speaking for NBC, to my knowledge, conferred with Commission counsel or with members of this Committee or with anybody on the Comission staff in an attempt to improve our competitive position." He also offered to produce evidence that allegations referred to in previous testimony that NBC was "currently endeavoring" to extend 88 contracts for five more years was untrue.

Explains Acquisition Of American Record Corp.

Mr. Murphy, whose appearance was interrupted by the Caldwell motion, testified briefly on the acquisition of American Record Corp. and World Broadcasting System by CBS. He said American Record Corp. had been purchased by CBS Dec. 17, 1938, when the network saw the home recording field as a business venture in which it could profitably and efficiently operate, since many of the problems of that business and radio broadcasting were similar. With the commercial transcription field in view, CBS saw an immediate need for both equipment and studio facilities, so it preferred to purchase World "as a going business" rather than building a new company "from the ground up".

He said that so far as he knew

SPRING CLEANING
And Beautifying City Brings Five Accounts to KDYL

EACH spring KDYL, Salt Lake City, presents a participating program designed to appeal to paint-up, clean-up-minded citizens. This year a cooperative campaign has been worked out with the Salt Lake City Junior Chamber of Commerce.

Working with this civic group, George Snell, KDYL program director, has inaugurated a city-wide campaign of civic beautification. Each Tuesday, Thursday and Saturday at 11 a. m. KDYL airs an original quarter-hour program with five accounts participating. Each account has donated prizes for a contest involving the writing of a letter suggesting how best to beautify the city—a contest in which all citizens are invited to join.

KDYL has arranged for window displays of the prizes in prominent locations, and the Junior Chamber has enlisted the local fire department to aid in the campaign. The promotion is regarded as one of the most wide-awake ever conducted in the city, and has added five accounts to KDYL's program schedule.

Gilmore Circus Drops

GILMORE OIL Co., Los Angeles (petroleum products), one of the oldest consistent users of radio time on the West Coast, will discontinue its weekly half hour *Gilmore Circus* on 6 NBC-Pacific Red network stations, following the May 12 broadcast. Firm has been sponsoring the *Gilmore Circus* on Pacific Coast networks for more than 10 years, the present series having started on NBC more than two years ago. It is expected the company will resume radio activities in fall. Present variety show is written and produced by Cliff Clark, with Felix Mills in charge of music. Ken Carpenter is announcer. Botsford, Constantine & Gardner, Los Angeles, is the agency.

CBS had no intention of changing its present off-the-line recording policy, under which "almost any responsible concern" may transcribe CBS programs, although it may later study the possibility of making a service charge for making its facilities available.

Cross-examined by Mr. Funkhouser, Mr. Murphy said World, as a transcription firm, and CBS, as a network, competed now and doubtless would continue to compete even after acquisition was effected. He added that competition as between World and other transcription concerns would become increasingly intense after the acquisition. To his knowledge no plans are being made to fix prices to the benefit or detriment of either World or CBS, he commented, although he cited the possibility of price-fixing in a situation where transcription prices sunk so low that CBS might want someone to keep them at an equitable level.

Asked by Mr. Funkhouser, "How does the amount necessary for the purchase of studios and equipment which are necessary for the American Record Corp. compare with the purchase price of World?" Mr. Murphy estimated "of the order of 40%".

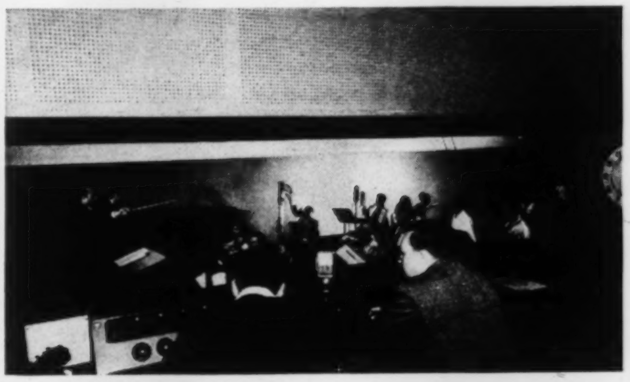
PERFECT SOUND CONTROL
in Station KNX
for BETTER BROADCAST QUALITY

THE newest station in the CBS chain, KNX at Los Angeles is a typical example of Johns-Manville's service to modern broadcasting. Using J-M Sound-Control Methods and Materials, CBS Engineers, in conjunction with Johns-Manville, assured perfect acoustical conditions throughout the building. As a result, outside noises are kept off the air . . . reproduction of every broadcast is true and faithful.

In hundreds of other stations throughout the country, J-M Engineers have prevented and eliminated harmful acoustical conditions . . . created finer broadcast quality. They will be glad to work out any sound-control problems you may have, in studios, control rooms, transcription rooms, etc. For details, write for Brochure AC-21A. Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

TYPICAL STUDIO in the new CBS station, KNX, Los Angeles, Calif. Working with J-M Sound-Control Methods and Materials, CBS Engineers applied exactly the correct acoustical treatment for brilliant, high-fidelity reproduction.



NO "FEEDBACK" in KNX control rooms. Here, J-M Engineers duplicated studio acoustics . . . provided the right listening conditions that assure proper monitoring of every type of program.

Favor Labor Act Change

AMENDMENTS to the Fair Labor Standards Act reported favorably by the House Labor Committee include a provision exempting white collar workers who have guaranteed salaries of $200 a month or more from the maximum hours provision of the law. The least controversial of the amendments discussed by the labor committee in its recent sessions, little doubt is held of eventual house approval of the measure, which has the support of the Wage-Hour Administration and which will remedy a confusing condition in the broadcasting industry. Chairman Norton (D-N.J.) said she expected to get the amendment before the House shortly, probably under suspension of rules.

H. K. CARPENTER, vice-president and general manager of WHK-WCLE, on April 25 was elected president of the Cleveland Church Federation. Mr. Carpenter has been active in Cleveland ecclesiastical affairs and is the first lay president of the organization in many years.

Broadcasts Aid Newspaper Sales

(Continued from page 12)

this point had been considered in the preparation of the new NAB Code, which, on the subject of the handling of news broadcasts, insists not only on the identification of the source of all news presented on the air, but also on the broadcasting of the commercial parts of the program being given in a different voice from the one reading the news.

Radio Listings

Regarding publication of radio listings, most of the publishers were of the opinion that their recognized reader interest made them a matter of public service and therefore something to be printed by the newspapers, regardless of the fact that in so doing these papers might be aiding a rival advertising medium. The publishers also agreed that if every paper in America were to throw out its radio logs the immediate result would be the creation of a new medium, which itself would be advertising competition.

The opposite view was taken, however, on the subject of radio columns, with the publishers' objections mainly economic rather than as a matter of policy. The expense of a man to write a daily column of radio gossip and the cost of the newsprint are not justified by the reader interest of the average column, the publishers said.

The feeling was expressed that newspapers and magazines and radio have not only their individual problems in competing for the advertising dollar but that they also have the common problem of combating the growing criticism of advertising by consumer groups and others and that this joint committee of publishers and broadcasters should evolve an aggressive educational campaign on the social and economic value of advertising to America, with particular emphasis on what advertising means in the maintenance of freedom to both the press and radio.

This preliminary, informal discussion, the first of a series to be held by the two committees with the goal of producing better relations between publishers and broadcasters, was attended by: J. S. Gray, *Monroe* (Mich.) *Evening News*, chairman of the ANPA Radio Committee; Norman Chandler, *Los Angeles Times*; K. A. Engel, *Little Rock Arkansas Democrat* (KGHI); J. L. Horne Jr., *Rocky Mount* (N. C.) *Telegram*; J. R. Knowland, *Oakland Tribune* (KLX); W. E. Scripps, *Detroit News* (WWJ), and Mr. Stahlman, for the publishers. The NAB delegation was headed by Neville Miller, NAB president, and included Frank Mason, NBC; Paul White, CBS; Jack Howard, Scripps-Howard Radio; Clair McCollough, Mason-Dixon Radio Group; Paul Peter, NAB; Ed Kirby, NAB.

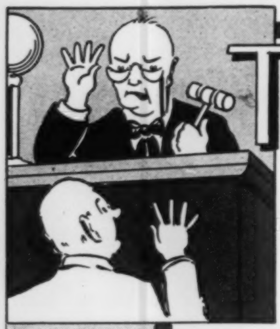
History Speaks

OFFER to furnish history quiz sheets free to teachers each week, made by the Joseph Horne Co., operator of a Pittsburgh department store, has made its radio program required listening for more than 40,000 boys and girls. Program, *History Speaks*, is a quarter-hour transcribed series produced by Harry S. Goodman, each episode featuring the voice of a famous person of about 50 years ago, re-recorded from early phonograph discs. Series is broadcast at 7:30 Friday evenings on WJAS, a time when the sponsor figures his audience includes most parents as well as their children.

Agency's Juvenile Division

HAROLD S. CHAMBERLIN & Associates, St. Paul agency, announces the organization of a separate division for creating and making available for sponsorship special juvenile appeal programs. Mrs. Jerry Vessels will head it. First production was *Jean and the Bible*, sponsored for 20 weeks on KSTP by the St. Paul Federal Savings & Loan Assn. Another series in preparation is *Unseen Worlds*, in which children explore the worlds of birds, animals and insects.

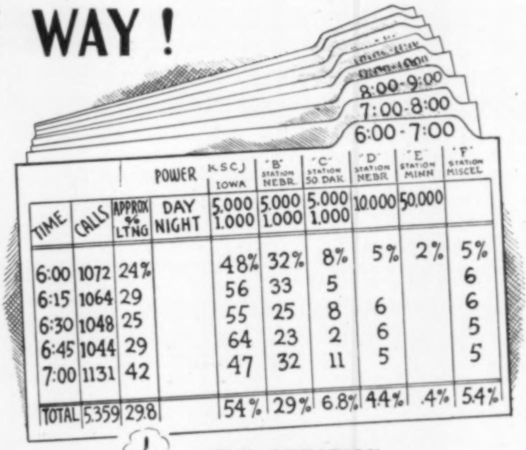
STUDENTS of the radio class of the University of Maryland operated WJSV, Washington, for one day, April 29, as a climax of the term. For the second consecutive year students chose their favorite branch of radio and spent the day working in the corresponding department of WJSV. Of the 16 students participating last year, five now hold regular radio jobs.



The TRUTH and Nothing But..
The KSCJ PERPETUAL
SURVEY WAY!

Man, what a help the PERPETUAL SURVEY is to all of us. Take KSCJ, for example. The PERPETUAL SURVEY has guided its programming with nary a slip hour after hour for a year and a half.

Take KSCJ advertisers. Any of them. They'll tell you why they take the KSCJ PERPETUAL SURVEY Way. For the whole story, ask George Hollingbery or write to the station.


8:00-9:00
7:00-8:00
6:00-7:00

TIME	CALLS	APPROX % LTNG	POWER DAY NIGHT	KSCJ IOWA	"B" STATION NEBR.	"C" STATION SO. DAK.	"D" STATION NEBR	"E" STATION MINN	"F" STATION MISCEL
				5.000 1.000	5.000 1.000	5.000 1.000	10.000	50.000	
6:00	1072	24%		48%	32%	8%	5%	2%	5%
6:15	1064	29		56	33	5			6
6:30	1048	25		55	25	8	6		6
6:45	1044	29		64	23	2	6		5
7:00	1131	42		47	32	11	5		5
TOTAL	5.359	29.8		54%	29%	6.8%	4.4%	.4%	5.4%

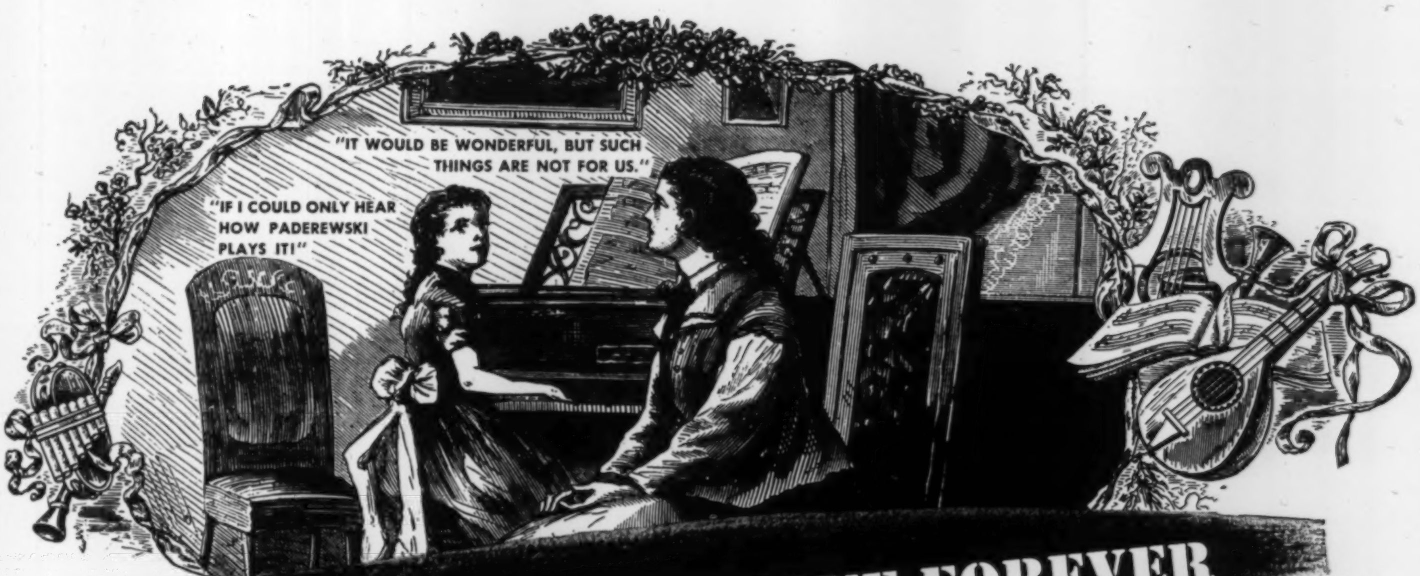
THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ 0.2 Millivolt Area!

SOUTH DAKOTA
MINNESOTA
IOWA
NEBRASKA
SIOUX CITY

KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.BS
Represented by GEORGE HOLLINGBERY · C. W. Corkhill, MANAGER

$22,500,000
Paid to Farmers Last Year for livestock brought into
WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.


"IT WOULD BE WONDERFUL, BUT SUCH THINGS ARE NOT FOR US."
"IF I COULD ONLY HEAR HOW PADEREWSKI PLAYS IT!"

THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO

"NEXT YOU WILL HEAR MR. PADEREWSKI PLAY HIS FAMOUS MINUET"

AMBITIOUS music students draw inspiration from hearing the performance of the great maestros.

A few years ago only those in the largest cities could enjoy such experiences. Even then admission prices were often more than young students could afford.

How greatly radio has changed such conditions. No longer are music lovers, whether students or not, cut off from great performances, either by distance or lack of funds...The National Broadcasting Company sends out through the year a wealth of fine music performed by the world's leading artists. During 1938, 16% of all program hours broadcast by NBC, were devoted to opera, classical and semi-classical music.

This gift of music is a public service—just one contribution of NBC toward making this a better nation in which to live. It is the fixed intention of the National Broadcasting Company never to neglect its opportunities in this field.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

CAB Rural Radio Study Soon to Be Made Public

THIRD annual study of program popularity among rural families is nearing completion, according to the Cooperative Analysis of Broadcasting, which reports that the study, based on over 20,000 completed interviews made during a typical week, will be sent to subscribers in about 10 days. Interviews were divided equally between farmers and small town families located in 300 different communities within the basic network area. Towns averaged 800 in population, and while the average distance from station cities was 50 miles, some of the towns were more than 100 miles away.

In addition to reporting on relative popularity of network programs, the report will give comparable ratings for large cities, showing the variations in program appeal between rural and urban audiences. To maintain the same standards of field investigation as the regular reports meet, the CAB sent its own investigators into the rural communities.

Fishing Tackle Test

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle), has started a series of 39 spot announcements on WISN WGY WCCO WFAA WJJD. Rogers & Smith, Chicago, is the agency.

NORTHERN TRUST Co., Chicago, on May 9 renews its Tuesday evening half-hour show The *Northerners* on WGN, Chicago, for 52 weeks. J. Walter Thompson Co., Chicago, is agency.

U. S. Tobacco's 5th Year

U. S. TOBACCO Co., New York, for Model and Dill's Best tobacco, on May 29 starts its fifth year on CBS with the largest number of stations it has used since the first broadcast of the half-hour series in May, 1935. The show has been heard every Monday night at 8:30 p.m. ever since. With each renewal, the company has added more stations and this year the contract calls for 54, five more than last year. Talent includes Tom Howard and George Shelton, the Eton Boys and Ray Bloch's orchestra. Arthur Kudner, New York, handles the account.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut hams), has added six quarter-hours weekly on WWJ, Detroit, and daily participations in a home economics program plus 12 weekly spot announcements on WJR, that city. Show on WWJ is titled *Sophis-to-cats*. Firm is also carrying a total of seven weekly five-minute spots on KNX, KHJ, KFI, Los Angeles; KDKA, WCAE, Pittsburgh; WBZ-WBZA, WNAC, Boston, and the Yankee Network, according to Frank W. Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Opportunity for man who can use radio effectively, promoting one of midwest's largest newspapers. Under 35, relatively low starting wage, hard work, write clean forceful copy, financially mature, loyal to a good newspaper, friendly and sincere with fellow workers. Good voice personality desirable. Enclose picture. Tell what sort of person you are and what you can do. Box A359, BROADCASTING.

National Radio Employment Bureau wants experienced salesman, announcers, operators and other employees, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Announcer—Ambitious, young, college graduate, desires Junior Announcing. Unusual sports record. Good voice. Box A338, BROADCASTING.

Does your station need a shot in the arm? 100 red-hot ideas available! Two aggressive, live-wire radio men, six years' experience, employed presently with prominent station in major Midwest city, desire taking over local station on percentage. Can supply personnel for general managing, programming, sales, announcing, promotion, continuity, office. Available two weeks' notice. Best references. Will go anywhere. Box A339, BROADCASTING.

Operator-Announcer. News and special events experience. Good continuity. College. Box A340, BROADCASTING.

Will manage or lease station—For past twelve years have earned as high as $14,000 annually selling radio advertising. Have been salesmanager of network and independent stations. Present connection worth only about $8,000 annually. Will consider position as salesmanager on percentage or stock basis. Box A341, BROADCASTING.

Station Manager. 7½ years experience all phases of radio, successful record. Has built and operated one of the finest small stations in the country. Unusual record as commercial manager. Desires connection with station where efforts and ability are recognized. Box A360, BROADCASTING.

Operator, wants position with university owned station. Can take charge. Interested engineering course. Now employed. Box A358, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Experienced announcer desires position with small station. Can write continuity and assist in selling. Audition recording available. Box A356, BROADCASTING.

Young Man, 20 years old seeks situation on sales staff of local station. 2 years college. Best references. Salary secondary. Box A357, BROADCASTING.

Chief Engineer, with ten-year background of experience and training. Experience includes allocation engineering and field strength surveys as well as station construction and maintenance. Graduate Electrical Engineer. Definite asset to any progressive station. Box A344, BROADCASTING.

Experienced Announcer at liberty. Available for interview. Write Box A361, BROADCASTING.

Situations Wanted (Cont'd.)

Woman Commentator, knows fashions, styles, cosmetics. Musical education. Sales and script writing experience. Has conducted own program on metropolitan station. Former feature writer and columnist. Best references. Box A345, BROADCASTING.

Salesman: Ten years experience selling radio advertising. Largest volume producer on chain station: Proven record. First class references. Billings averaging $1,000 weekly. Offers sound program idea to meet mass competition, provide a constant source of revenue and furnish worthwhile service to your community. Particulars, references, and photo in first letter. Box A346, BROADCASTING.

Announcer and Narrator with one year's announcing experience. Valuable background of education, travel and athletic coaching. Consider any offer. Box A347, BROADCASTING.

Do you need a competent licensed engineer? Desire better opportunity. Now employed at midwest network station. Available immediately. Address A348, BROADCASTING.

News Commentator. International background (U.S.A., London, Berlin), live-wire, interpretative, non-opinionative; keen sense news values; dramatic angles, humor. Excellent radio voice, delivery. At present columnist big eastern newspaper, broadcasting weekly. Seeks daily commentating job east, mid-south or mid-west. Transcription available. Box A349, BROADCASTING.

Experienced Radio Production Man under CBS production and writing heads desires position with progressive station or agency. Seven years' theatre training, including five with Paramount. Box A350, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A351, BROADCASTING.

Junior Announcer—experienced, now available for southern, eastern, station. Personal audition. Box A352, BROADCASTING.

Sports Announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A353, BROADCASTING.

Experienced Newspaper Reporter, radio editor and broadcast news commentator, with excellent record of writing and producing continuities for leading agencies, networks, and stations, seeks place with station or agency. Knows radio from every angle, particularly Chicago and Middle West. Age 34, married, best of references. Box A354, BROADCASTING.

Recording Engineer. 5 years transcription and studio experience. Desires connection with station or transcription studio. Now employed. Graduate Radio Engineer. Box A355, BROADCASTING.

From $13,000 to $8,000—Quite a drop! That's why I am ready to quit. Been selling radio advertising for twelve years and have been the top salesman on all three jobs. Can you show me where I can make $10,000 and upward per year? Box A342, BROADCASTING.

For Sale—Equipment

For Sale—Presto 85E Recording Amplifier, 6D Turntable with three lead screws, Four Channel Mixer, Radio tuner, velocity Mike and Pre-amp—all associated equipment—no reasonable cash offer refused. Box A343, BROADCASTING.

Listener Checkup On Allen Repeat

NBC's rebroadcast of the Fred Allen program in the New York area at midnight to check the audience interest in programs other than dance music at that hour, was concluded April 26. For the previous seven weeks the program broadcast at 9 p. m. on the Red network (WEAF, in New York) had been repeated on WJZ in that city, which was hooked into the West Coast rebroadcast. But the advent of Daylight Saving Time, which moved the 9-to-midnight evening synchronization of WJZ and WBAL, Baltimore, up to 10-to-1, made it necessary to end the experiment.

A check of the April 12 broadcast, made the following evening by C. E. Hooper Inc., in which 3,415 calls were made in the metropolitan area, disclosed that 5.4% of the families called had been listening after midnight on April 12, about twice the national average for that time of night. Of this number, 11.5% had heard the Allen program, while 88.5% had listened to dance music; 19% knew that the Allen program could be heard at midnight and 28.6% reported having heard one or more of the late broadcasts.

Night Listening Figures

Of the total number of radio families interviewed, 10.1% said they frequently listen after midnight; 28.1% listen sometimes and 68.1% never after midnight. Of those with radios on after midnight on the night of April 12, 29.4% tuned off at 12:30; 44.1% by 1 a. m.; 25% by 2, and 1.5% by 3. Of all families interviewed, 43.7% had listened between 8 and 10 p. m. on April 12, and of these 38% had heard the 9 p. m. Allen broadcast.

Only publicity given the test repeat broadcasts by NBC was through announcements made at 10:45 a.m. and 3:45 p.m. on WJZ on February 22 and again on March 1. Since a commercial program would naturally be highly publicized, it might be expected that an advertiser using this post-midnight time for a regular series would receive a larger percentage of listeners than 5.4%, it was concluded.

YOU CANNOT OPEN
YOUR FRONT DOOR
WITHOUT A
LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

New Shortwave Rules

(Continued from page 14)

FCC Engineering Department probably will ask stations in particular cities to decide upon distribution of the four blocks of channels within a 30-day period, with the changes to be made effective some two months later. As this is done, the regular call letter assignments will be made.

In making the new allocations for high-frequency broadcast stations, approximately the same amount of space in the ether is allocated to frequency and amplitude modulation. In that fashion, it is felt that equal opportunity can be given each class of service for development. The amplitude-modulation channels are generally one-fifth the width of the frequency-modulation bands. Additional frequencies are set aside for the experimentation.

In adopting the new rules covering relay stations, the FCC specifies that such licenses will be awarded only to licensees of regular broadcast stations or networks. Moreover, in the case of a licensee having two or more standard broadcast stations located in different cities, the rule specifies the relay station must be anchored to the station or stations in conjunction with which they will be operated. The relay station will not be permitted to operate in conjunction with another standard station in a different city for more than ten days in any 30-day period.

Developmental Stations

A change in nomenclature, under which former "experimental" broadcast stations are to be called "developmental" broadcast stations was affected in the new rules. The purpose, it was explained, was to avoid confusion between such stations and others operating on a strictly experimental basis. Developmental stations will not be permitted to realize any pecuniary return and will broadcast programs only when they are necessary to the experiments conducted. No regular program service can be broadcast unless specifically authorized by the license.

Permissible frequency deviations of international broadcast and television stations are cut in half under the new rules. The tolerance specified for an international station is .005% and for a television station .01%. Other tolerances remain the same.

One-year licenses are specified for all classes of stations covered, with the expiration dates staggered. A new requirement governing ultra-high frequency stations is that a licensed operator shall be on duty and in charge of each transmitter.

Pending the outcome of the hearing on the application of Mayor LaGuardia of New York that WNYC, city-owned station, be permitted to rebroadcast international programs, the FCC retained in its new rules the prohibition against such rebroadcasts without written authority having first been obtained from the Commission.

Regulations governing television were kept intact, pending developments growing out of special studies being made by the FCC Television Committee. The only change was that setting up definite channels of 6,000 kc. each for television allocations. Seven such channels were issued in the group 44,000 to 108,000 kc. and 11 others in the group 156,000 to 294,000 kc. Under the action, each television station will be assigned only one 6,000 kc. band, which will accommodate both aural and visual carriers.

Non-commercial educational broadcast stations, formerly lumped in with high-frequency broadcast stations, were made a separate category in the new rules with the same 25 channels allocated for this service. A revised definition specifies that such stations will be licensed only to "a recognized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units." It is also specified that such stations shall not get the programs of other classes of broadcast stations "unless all commercial announcements and commercial references in the continuity are eliminated."

Symphony Goes On

QUICK thinking by Gerry Quinney, CJRM, Regina, control room operator, enabled Saskatchewan listeners to have a practically uninterrupted session with the New York Philharmonic Orchestra recently when network line trouble stopped the program coming into CJRM. Quinney took the selection the orchestra was playing from the station's transcription library, placed it on the turntable at the spot where the transmission had broken, and continued playing it for 13 minutes when the line trouble had cleared. There was no interruption on the change-over from recording to line, and listeners only had a break in the program during the minute it took Quinney to find the recording in the library and place it on the turntable.

URGING food buyers to assist in making possible a half-holiday for store clerks, wholesale and retail grocers, both independents and chains, are cooperating in a 13-week campaign on WCKY, Cincinnati, to educate housewives in the Cincinnati area to shop early on Wednesday, when stores close at 1 p. m.

RIGID TABOO against all hot swing music has been invoked by Manager Ovelton Maxey, of WRTD, Richmond, who calls it "barrelhouse cacophony".

Style Show Is Televised By Store in New York

TELEVISION already is being employed as a merchandising medium, with at least one New York department store — Bloomingdale Brothers—already having staged a fashion show. The Bloomingdale event, staged April 26, was described by I. A. Hirschmann, sales and advertising director, as a "peep into the future of merchandising". The event was promoted by display advertising in newspapers.

From a sixth floor studio in the store, a millinery fashion show was televised by wire from an American Television Corp. camera to four 7x9-inch "kinets" on the third floor. Mannikins wore suntan makeup, with eyes and lips painted deep blue.

The store plans to install "kinets" in various departments to induce multiple sales. For example, it was stated, a woman buying shoes could be looking at latest dress styles on a television screen.

Albert Gould Davis

ALBERT GOULD DAVIS, 67, patent lawyer, former vice-president of General Electric Co., and a former director of RCA, on April 24 died at his home in New York after a short illness. Mr. Davis spent more than 35 years with General Electric, first as manager of the patent department and for 14 years as vice-president. He became a director of RCA shortly after its incorporation in 1919, and resigned from the company with other directors of General Electric in 1932 at the direction of the court order dissolving the relationship between the two companies. He was in private patent practice at the time of his death.

The Northwest's Best
Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-
PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

WBAL
means business
in Baltimore

AFRA Acquires WLW, Negotiates in St. Louis

AMERICAN Federation of Radio Artists is carrying on negotiations with broadcasters on a number of fronts, according to reports from AFRA's New York headquarters. Emily Holt, executive secretary of the union, is in St. Louis talking with station managements about wages and working conditions for their staff announcers and other talent.

The contract with WLW, to which Mrs. Holt and James G. Shouse, station's general manager, tentatively agreed last week, is in the hands of attorneys for both parties and should be ready for the final signatures within the week. George Heller, assistant executive secretary, has been negotiating with NBC for contracts covering announcers employed at the network's M & O stations and for NBC sound effects men in New York, and reports both of these projects nearing satisfactory conclusions. The union is just starting to discuss contracts with WMCA, WHN and WNEW, New York, he said.

WNEW, New York, has arranged a tie-up with the *New York Journal-American*, whereby the newspaper supplies it with a quarter-hour program of daily happenings at the New York World's Fair directly from the press building at the exposition. The method is similar to that used by WNEW and the newspaper during the Bruno Hauptmann trial in Flemington, N. J. Three pre-opening broadcasts were heard on April 26, 27 and 28, and the programs are now heard six nights weekly, from 7 to 7:15.

W B R E

You Don't Have To Be A Magician

to increase sales and distribution in the Wyoming Valley. (500,000 population in our primary area.) Your advertising message over WBRE, Wilkes-Barre, will do wonders to up your products acceptance . . . but don't take our word for it — ask your local dealers and representatives.

For Sale—6:15-6:30 P.M. daily Transradio News Program. Spot established three years.

NBC Red and Blue

WILKES-BARRE
in the heart of
the Anthracite
PENNSYLVANIA

ANPA Seeks Harmony With Radio

(*Continued on page 11*)

against a given audience to sell them thoroughly."

Mr. Hobler emphatically denied a statement made at a recent publishers' meeting that agencies prefer to use radio because they make more profit on their radio billings than they do on newspapers, stating that if there were any incentive for agencies to use one medium as contrasted with another, radio would not be used by many agencies.

"The facts of the matter," he said, "are that radio has increased the cost of operating an advertising agency and tends greatly to reduce the net profit of the agency business. I know of no first ranking agency that has been able to eliminate any of its copy, art, research, contact or overhead cost, because of radio.

"On the other hand, expensive departments handling radio have had to be added on top of these departments. Each year the majority of agencies belong to the AAAA's report in detail their operating costs and percentage of profit to their total billing. Since the advent of radio profits have been decreasing. There are, of course, other factors that have contributed to the decrease—high corporate income taxes, social security, old-age pensions, etc."

Radio As Shining Example

Radio was also held up to the publishers as a shining example by Harold W. Anderson, of the American Institute of Public Opinion, who contrasted the type of radio research that gives the advertiser accurate knowledge regarding the size of his actual, not potential, audience, while the average newspaper is still trying to sell circulation with no reference to readership. And the technique used by radio to secure this information, he added, is very similar to that developed earlier by Gallup in the publication field.

"Comparatively speaking," he continued, "there is no guess work in the minds of radio advertisers regarding the potential audiences that they may reach. They are not swept off their feet by the Charlie McCarthy and Major Bowes programs in the vain hope that their programs are reaching an equal number. They are getting figures on every program on the air and many of the figures are disillusioning, perhaps, but the information is serving to increase the confidence of an advertising agency that it can prepare or select a formula for a radio program that will do as well as the average and perhaps much better.

"The newspaper industry cannot kid itself about the factual information existing about radio programs and radio advertising and the subconscious confidence that this very information is breeding in the minds of advertising executives who are beginning to have the feeling of how to attract satisfactory audiences to their programs."

Lesson of Munich

"The dramatic Munich crisis last fall recorded a new high point of cooperation between radio, newspapers and newspaper press services," says the report of the ANPA Radio Committee, delivered Thursday by its chairman, J. S. Gray, *Monroe* (Mich.) *Evening News*. "As a result of such cooperation between the press and radio in the handling of transcendant news, domestic as well as international, the American public today enjoys a position unique in all time," the report continues, adding that "another and equally impressive result of cooperation between the newspaper press agencies and radio is the increasing scope and prestige of American news broadcasts to other countries. The volume, accuracy, interest and coverage of shortwave news broadcasts now going out to other countries is also without equal elsewhere."

The continued sale of radio time for sponsored news features is found "less assuring from the viewpoint of the press" by the Committee, which wonders "whether broadcasters eventually will come to share the newspaper view that advertising sponsorship of news reports constitutes a questionable practice adverse to the prestige and larger interests of the medium indulging in it. It seems apparent however, that the failure to date of broadcasters to accept presentation of the news as a public service purely, to be held separate from the sale of their time to advertisers, constitutes a weakness in their otherwise strong claim for greater institutional security, and for increased freedom from bureaucratic control."

Radio Program Listings

A "striking change in the attitude of newspapers" toward free publication of radio programs was found by an ANPA survey of program practices. In a similar survey last year, of 235 newspapers without radio affiliations who reported their policies regarding program publicity, only 33 (14%) excluded programs except as paid matter. This year 995 papers not affiliated with radio stations responded, of which 387 (37%) stated they publish radio programs only when paid for. In 1938, 9% of the papers reported publishing trade names in connection with programs, whereas this year only 3% so reported.

Discussing the present state of development of television and facsimile, the report states "it is of interest to note that whereas a year ago major attention was centered largely upon the future possibilities of facsimile broadcasts for home consumption, that interest seems to have lessened. On the other hand speculation as to the home possibilities of television broadcasting has come to the fore."

From NAB figures the report states there are now 732 licensed stations, of which 229 are newspaper owned or affiliated. Stating that "as yet no legislative formula is in evidence designed to guarantee to radio any great degree of statutory freedom from Government coercions, or of security against conflicting bureaucratic philosophies," and adding that "progress in this direction is disturbingly slow," the committee briefly describes 22 radio measures now before Congress.

Citing the 1938 gross time sales of $150,118,400 as evidence of radio's continued "aggressiveness as a competitor of the newspaper in the field of advertising," the report closes with this statement: "New factors less favorable to radio are appearing, however, according to reliable sources. Radio's talent costs are increasing and the domination of the best hours by a few advertisers is encouraging more and more advertisers to reappraise the values of media other than radio."

Cooperation Urged

The Committee recommends continued cooperation of newspapers and press services with radio in public service enterprise, study of constitutional and legislative principles applicable to radio "from the standpoint of the highest public interest", scrutiny of communications policies now in force and of legislative proposals, and "increased alertness on the part of our professional and business personnel

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

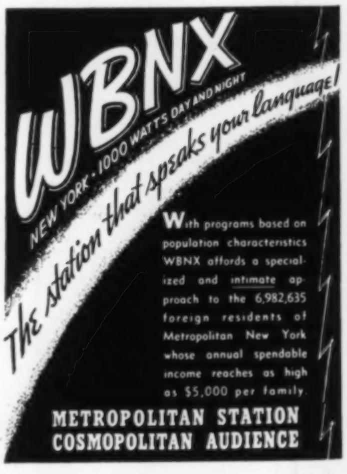
"The Quality Market of The Southeast"

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG
Altoona • Pa.



WBNX
NEW YORK · 1000 WATTS DAY AND NIGHT
The station that speaks your language!

With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.

METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

toward all developments in the field of communications."

The Radio Committee's surveys on the use of radio programs were cited by J. M. Bunting, *Bloomington Pantagraph*, as evidence of the soundness of the plea he made at last year's convention to get newspapers to stop "giving away their space to a competitor". The 512 non-radio affiliated newspapers publishing radio programs without charge are, he charged, "contributing $2,282,000 yearly in national space to inform your readers when they may listen to advertising messages that pay someone else a profit." Since only about half of the country's newspapers replied to the questionnaire, he concluded that "publishers who have no connection with radio are annually donating $4,564,000 in national space to a competitor."

Mr. Bunting launched his discussion by observing that BROADCASTING, which he described as the "national radio trade paper", recently "*shouted* in a lead story: 'Gross Time Sales $150,118,400 in 1938—Gain of 4.2% over 1937 Despite Trade Recession'." He referred to the leading article in the Feb. 1 BROADCASTING.

"Previously," he continued, *Editor & Publisher*, newspaper trade paper, "had *whispered* * * * that newspaper national lineage had taken another walloping to the tune of 22.3%."

The use of short-wave radio to broadcast local sports events was discussed at this small newspaper session by Charles A. Stauffer, *Phoenix Republican* and *Gazette* (KTAR). Andrew W. Robb, *Halifax* (N. S.) *Herald* (CHNS), at the same meeting described his paper's experience in broadcasting news.

Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN), chairman of the Press-Bar-Radio Committee reported that radio was brought into the picture for the first time last year, when a meeting was held in Washington, attended by Mr. Bellamy, Giles J. Patterson of the American Bar Association and Neville Miller, NAB president, at which Mr. Miller agreed to send broadcasters a questionnaire to determine whether they have anything to propose to the press or bar or to make any changes in radio's coverage of court proceedings. Results of the questionnaire, sent out Feb. 24, are as yet inconclusive, the report states, so no further action on this line has been taken.

Gough Reenters Radio

EMILE J. GOUGH and J. Curtis Willson have reentered the field of radio after more than a year's absence by purchasing an interest in Tested Radio Features, sales organization handling programs that have been proved successful in individual markets. Mr. Gough, formerly vice-president and director of Hearst Radio, and Mr. Wilson, who was national sales manager of that firm, have been partners since leaving Hearst, and are at present actively engaged in the manufacture of a new type of fabric, operating as Tecron Inc. They will not take active part in the operation of Tested Radio Features, Mr. Gough stated. The company's first feature is *Calling All Cars*, which has been contracted for by 29 stations. Phil Fuhrmann is active head of the company.

Publisher-Radio Interests Represented at ANPA Meetings

Chas. A. Stauffer, *Phoenix Republic* and *Gazette* (KTAR, KVOA).
K. A. Engel, *Little Rock Democrat* (KGHI).
G. C. Hamilton, McClatchy Newspapers (KERN, KMJ, KFBK, KWG, KOH).
David R. Daniel, W. E. Duffy, Latham B. Howard, Francis S. Murphy, *Hartford Times* (WHTH).
J. H. Darcey, *Waterbury Republican American* (WBRY).
Samuel H. Kaufman, *Washington Star* (WMAL).
G. W. Papert, Fred Siebert, Marajen Stevick, *Champaign* (Ill.) *News Gazette* (WDWS).
John W. Park, R. R. McCormick, *Chicago Tribune* (WGN).
E. C. Hewes, *Danville Commercial-News* (WDAN).
Edward Lindsay, F. W. Schaub, *Decatur* (Ill.) *Herald & Review* (WJBL).
Russell Chapman, E. K. Todd, *Rockford* (Ill.) *Star & Register Republic* (WROK).
Ben H. Potter, *Rock Island Argus* (WHBF).
A. W. Shipton, W. W. Tracy, *Springfield* (Ill.) *State Journal* (WCBS).
F. A. Miller, *South Bend Tribune* (WSBT, WFAM).
Lee P. Loomis, *Mason City Globe Gazette* (KGLO).
H. J. Powell, *Coffeyville* (Kan.) *Journal* (KGGF).
W. A. Bailey, *Kansas City Kansan* (KCKN, WIBW).
H. S. Blake, *Topeka Capital* (WIBW, KCKN).
Milton S. Kimball, *Portland Press Herald* (WGAN).
George A. Mellen, Harold B. Morrill, *Lawrence* (Mass.) *Eagle-Tribune* (WLAW).
George F. Booth, *Worcester Telegram-Gazette* (WTAG).
A. L. Miller, *Battle Creek Enquirer & News* (WELL).
W. E. Scripps, *Detroit News* (WWJ).
Mrs. T. J. Dillon, James S. Milloy, *Minneapolis Tribune* (WTCN).
W. F. Johns, Eric Ridder, Herman H. Ridder, *St. Paul Dispatch-Pioneer Press* (WTCN).
George B. Longan, Earl McCollum, *Kansas City Star* (WDAF).
Dean Palmer, Arthur Burrowes, S. R. Douglas, C. M. Palmer, *St. Joseph Gazette* (KFEQ).
George M. Burbach, A. G. Lincoln, *St. Louis Post Dispatch* (KSD).
Elzy Roberts, John D. Roberts Jr., *St. Louis Star Times* (KXOK, KFRU).
Edson K. Bixby, T. W. Duvall, *Springfield* (Mo.) *News & Leader & Press* (KGBX).
Frank D. Throop, *Lincoln Star* (KFAB, KFOR).
A. J. McDonald, Henry W. Stock, *Albany Knickerbocker News*, (WABY).
Wm. O. Dapping, *Auburn Citizen-Advertiser* (WMBO).
Ed. H. Butler, W. V. McGrain, Louis W. Woelfel, *Buffalo Evening News* (WBEN, WEBR).
Victor H. Polachek, J. V. Connolly, H. W. Stodghill, Hearst Newspapers (WINS, WISN, WBAL, WCAE, KEHE, WACO, KNOW, KTSA, KYA).
James G. Blake, Ray A. Huber, John H. Sorrells, Scripps Howard Newspapers (WCPO, WNOX, WMC, WMPS).
Neal Murphy, E. R. Davenport, *Rochester Democrat & Chronicle* (WHEC).
Don S. Elias, *Asheville* (N. C.) *Citizen-Times* (WWNC).
Carl C. Council, *Durham Herald-Sun* (WDNC).
Gordon Gray, W. K. Hoyt, *Winston-Salem Journal* (WSJS).
Norman D. Black, H. D. Paulson, *Fargo Forum* (WDAY).
C. A. Rowley, D. C. Rowley, G. H. Leggett, *Ashtabula* (Ohio) *Star-Beacon* (WICA).
H. R. Schaffner, Joseph K. Vodrey, *Canton Repository* (WHBC).
J. A. Van Buren, *Cleveland Plain Dealer* (WCLE, WHK, WHKC, WKBN).
Harvey R. Young, *Columbus Dispatch* (WBNS).
R. F. Fletcher, *Portsmouth Times* (WPAY).
Joel H. Bixby, *Muskogee Phoenix & Times Democrat* (KBIX).
E. K. Gaylord, W. M. Harrison, J. I. Meyerson, *Oklahoma City Oklahoman & Times* (WKY).
P. L. Jackson, Donald Y. Sterling, S. R. Winch, *Portland Oregon Journal* (KOIN, KALE).
M. E. Holohan, *Portland Oregonian* (KEX, KGW).
C. C. Curtis, David A. Miller, Don Miller, J. A. Shumberger, *Allentown Call-Chronicle* (WSAN).
Walter W. Krebs, *Johnstown* (Pa.) *Tribune* (WJAC).
George F. Kearney, *Phila. Public Ledger* (WHAT).
M. F. Hanson, *Pittsburgh Post-Gazette* (WWSW).
H. E. Bradley, J. W. Flanagan, E. Tracy Sweet, *Scranton Times* (WQAN).
C. E. Pigford, Albert A. Stone, *Jackson Sun* (WTJS).
Leon E. Herman, *Memphis Press Scimitar* (WMPS).
Ted Dealey, J. Estes, *Dallas News* (WFAA).
B. N. Honea, J. M. North Jr., *Fort Worth Star-Telegram* (KGKO).
J. H. Butler, *Houston Chronicle* (KXYZ, KTRH).
Mrs. W. P. Hobby, *Houston Post* (KXYZ, KPRC).
K. M. Carpenter, *Salt Lake Tribune* (KSL).
C. P. Hasbrook, *Burlington News* (WCAX).
Raymond B. Bottom, *Newport News Press & Times Herald* (WGH).
W. T. Christian, W. Brydon Tennant, Tennant Bryan, *Richmond News Leader* (WRNL).
John D. Wise, *Richmond Times-Dispatch* (WRTD, WTAR).
Chas. H. Carson, Carl B. Short, *Roanoke Times* (WDBJ).
W. Guy Tetrick, *Clarksburg Exponent & Telegram* (WBLK, WCHS, WPAR).
Don Anderson, *Wisconsin Journal* (WIBA).
Irwin Maier, *Milwaukee Journal* (WTMJ).
H. H. Fris, *Milwaukee Sentinel* (WISN).
Andrew W. Robb, *Halifax, N. S., Herald & Mail* (CHNS).
F. J. Burd, M. E. Nichols, *Vancouver, B. C., Daily Province* (CKCD).
Samuel Cormie, *Vancouver Sun* (CKFC).
J. E. Chappell, C. B. Hanson, Jr., Victor H. Hanson, *Birmingham News & Age-Herald* (WSGN).
J. R. Knowland, Jr., *Oakland Tribune* (KLX).
William B. Pape, E. Robert Stevenson, *Waterbury Republican & American* (WBRY).
Geo. C. Biggers, John A. Brice, James R. Gray, *Atlanta Journal* (WAGA, WSB).
Basil Brewer, Geo. A. Riley, *New Bedford Standard Times & Mercury* (WNBH).

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

KFEQ

ST. JOSEPH, MO.

"The Midwest Market Station"

ANNOUNCES:—

Two additional hours of nighttime broadcast service to St. Joseph, Missouri's third largest market, and its rich agricultural trade area.

6:00 A.M. to 9:15 P.M. Daily

680 KC

National Representatives

KELLY-SMITH CO.

New York — Chicago

Detroit — Atlanta

But, what NBC station in Des Moines will do the best merchandising job?
*KSO of course!

That's the logical wind-up of many a conversation on the Des Moines situation.

KSO *is* the NBC station in Des Moines that does the *best* merchandising job.

Your program on KSO is given the full force of the backing of Iowa's greatest newspapers—The Des Moines Register and Tribune, with which the station is associated. And a trade recognition based on consistent and effective dealer contact.

Billboards and outside car cards publicize your program.

Combine this soundly executed merchandising plan with the new KSO 5000-1000 watts power and your result is most economical sales to over 1,000,000 people in Iowa's largest single marketing area.

When you're planning on Iowa—it's KSO, of course.

** And, of course you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.*

KSO

DES MOINES • NBC Blue-MBS • 1430 K.C.

5000 WATTS L. S. • 1000 WATTS NIGHT

Represented by THE KATZ AGENCY

PROGRAMMED for maximum AUDIENCE in a major MARKET at minimum RATE

Borden's Success On Pacific Coast Credited to Radio

Local Angle Is Featured in Wide Use of News Programs

BORDEN'S DAIRY DELIVERY Co., San Francisco, a successful user of radio since February, 1937, recently expanded its radio activities so that now it is the largest user of locally-produced radio programs in the West.

Currently the company has 23 ten-minute programs in San Francisco; 18 10-minute programs in Phoenix, Ariz.; 12 quarter-hour programs in Seattle. All are news or news type programs. Sacramento and Fresno are tied in with the San Francisco newscasts of Borden's and other Western cities are now under consideration for still further expansion.

Borden's and its agency, McCann-Erickson, are convinced that news is a mighty effective medium to boost the sale of dairy products. All of the newscasts originating from San Francisco for Borden's are edited and presented by John B. Hughes. His broadcasts originate at KFRC.

Promotion Methods

Recently Borden's launched a new evening program titled *News in the Making*, which, although spotted between two newscasts, turns out advantageously inasmuch as it is entirely different from the others. Every day except Saturday and Sunday two KFRC special events men take their portable recording equipment and interview some newsworthy person or persons. Then, at 9:15 each night, *News in the Making* goes on the air with commercials for Borden's fluid milk products.

In promoting the new program Borden's used store display material, truck banners, broadsides and trade-journal advertisements to grocers and bottle hangers. In addition 300 retailers were invited to KFRC studios to help celebrate the company's third anniversary on the air.

It is the belief of Borden that the advertising of all dairy products is essentially a local problem. Thus Borden emphasizes the fact that its products are turned out locally and its radio advertising is designed to tie the company closer to the public's local interests and local prides.

A little more than a year ago Borden's decided to put its advertising emphasis on cream. Newscaster Hughes was built up as an authority on superlative eating. He urged his listeners to ask for his booklet, "John B. Hughes — His Book on Superlative Eating: A Practical Treatise on the 374 Uses of Cream." Some 100,000 copies of the booklet were distributed in six months. But more important, the sales of Borden's cream had gone up 10%. The average dairy products firm, planning special promotion for cream, anticipates a sales gain of from 5 to 10% in two or three years of advertising.

At the same time a special drive on buttermilk had boosted sales 39% in a single month.

Then Hughes began to put pressure on ice cream sales. "Four Star Fountain Service" was instituted. Dealers were signed up to make fountain goodies with Borden's ice cream, to Borden's formulas. Hughes described the formulas on the air. Borden dealer-service men kept a sharp eye on the cooperating dealers to make certain they cooperated accurately in using the formulas.

The result was that Government statistics show Pacific Coast soda fountain sales in 1938 were some 17% under 1937, but Borden's ice cream sales, to fountains which had handled the products for both years, showed a substantial increase.

Borden's advertising plan is divided into three divisions — fluid milk, ice cream and evaporated milk.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

FCC Counsel Challenge Court's Power, Claiming It Acts as Super-Commission

CRACKING BACK at the U. S. Court of Appeals for the District of Columbia, the FCC on April 20 inferred that the tribunal has set itself up as a super-Commission and in effect was usurping the administrative duties delegated the board by Congress.

In plainly-worded petitions for rehearing and reconsideration in the so-called Pottsville and Heitmeyer cases, which the court decided the second time April 3, William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, served notice that the FCC was prepared to take the jurisdictional questions to the Supreme Court for final settlement. The appellate court, in its opinions on these cases, had sharply condemned the FCC for purported failure to carry out its mandates.

Simultaneously Schuylkill Broadcasting Co., intervenor in the Pottsville case, and also an applicant for a station in the Pennsylvania city, filed with the court a petition for reconsideration, asking revision of its opinion and alleging fundamental errors in its rulings as to the facts. The court had instructed the Commission to follow its mandate on the original record, without adding new parties to the hearings and declared that if it became necessary for the protection of the rights of Pottsville Broadcasting Co., it would grant writs of prohibition and mandamus within 30 days or by May 3.

Filing of the new petitions by the FCC and Schuylkill brought immediate rejoinders from the successful appellants. For Pottsville, Eliot C. Lovett and Charles D. Drayton, its attorneys, asked for denial of the petitions and the issuance of the necessary order which would force Commission compliance with the court's rulings. For Heitmeyer, former Senator C. C. Dill and James W. Gum, attorneys, called the Commission petition nothing more nor less than a revision and enlargement of contentions of the Commission.

Rehearing Is Asked

FCC counsel, in the light of this summary action, asked the court for a rehearing and reconsideration of its decision. In a 17-page petition it argued the decision was in conflict with applicable actions of the Supreme Court. Then the FCC counsel stated that in the event the court denied the petition or if after reconsideration it did not deny the Pottsville Broadcasting Co. petition for writs of prohibition and mandamus, it requested the court to enter its judgment and stay the execution pending the Commission's petition to the Supreme Court.

The FCC held the court cannot control the proceedings of the Commission by such writs and that the court reached the wrong conclusion by deciding that the Commission should not consider the Pottsville application along with other pending applications for the same city.

When the court decided the Pottsville case in the first instance on May 9, 1938, the Commission said the action did not dismiss or terminate the administrative proceedings. "It was still necessary for the Commission to determine whether the public interest, convenience or necessity would be served by granting the application of the Pottsville Broadcasting Co. The procedure to be followed by the Commission in arriving at its determination of this question was not and is not subject to the control by this court."

FCC counsel cited that in its April 3 action, the court had reverted to a practice which was lawful prior to 1930 when that tribunal actually sat as a "super-Commission". But the amendment of the law changed the function of the court from that of a supervisory administrative body to that of a judicial tribunal insofar as its jurisdiction over decisions of the FCC is concerned, it was argued.

Mistakes of Fact Claimed

For Schuylkill Broadcasting Co., attorneys Arthur W. Scharfeld and Philip G. Loucks asked the court to reconsider and modify its April 3 decision. Bringing out that it has pending before the FCC an application for a new station in Pottsville, it said this assignment is identical with that sought by Pottsville Broadcasting Co. They argued that the court's decision was based on "material mistakes of fact" since Schuylkill was a party to the original hearing on Pottsville's application, whereas the court said the Commission had ordered a hearing de novo, with new parties to combat. A number of other purported errors in the court's decision also were cited. The decision, the petition contended, deprives Schuylkill of its right to a full and fair hearing upon its application.

Unless remedial action is taken, Schuylkill contended, the court has placed the applicant "in a worse position than it occupied at the time of the original hearing and decision on appellant's application, and intervenor is being penalized for an error that the Commission may have made in taking action when it did on appellant's application."

In the Heitmeyer case the FCC asked the court to recall its opinion of April 3 and grant a rehearing. The case, which had its beginnings in 1936, involved the application of Paul R. Heitmeyer for a new station in Cheyenne. It has been in litigation both in the Appellate Court and in the U. S. District Court.

The court's action of April 3 in reversing and remanding this case to the District Court with instructions to dismiss the bill of complaint, was described as an invitation to further prolong unnecessarily litigation concerning matters which have expired by their own terms. The Commission contended that for the court to revise its judgment on the Heitmeyer appeal more than a year later was not only without precedent but clearly beyond its power, since the October 1937 term in which it decided that appeal, had expired. The action, it said, created an "extremely dangerous precedent."

Pottsville's answer to the FCC's petition was almost sarcastic in its condemnation. The challenge to a court's jurisdiction "has never been more truculently and dogmatically asserted—or on flimsier grounds than here," Messrs. Lovett and Drayton held. Charging the Commission with "contumacy" and "laches" for its failure to follow the court's mandate. They contended that the Commission wanted the court to close its eyes to the fact that the Commission "proposes to ignore the court's judgment and to carry out its own."

Declaring that "ignorance of the law is no excuse", Pottsville held that it is too late now for the Commission to go back to the original case and ask for modification of the judgment. After reciting the case history and the court's two decisions reversing the Commission, the attorneys stated the Commission still contends that it is actuated solely by consideration of public interest and "seeks to continue on that ground its contumacious flouting of the judgment of this court and its obdurate resistance to the just claims of this applicant." The Commission's contentions were called "reckless, loose and unwarranted."

The attorneys also answered the Schuylkill petition, declaring the court was correct in its ruling and that the decision did not deprive the Schuylkill of any rights either under law or Commission procedure. Schuylkill, they said, "has been accorded every right to which its dilatory filing entitled it.

Kimball's Folly

PROPRIETY apparently is only small worry to Ted Kimball, announcer of KDYL, Salt Lake City. Recently Announcer Kimball, in covering a transfer to a local church affair remote, attempted to liven a dead spot resulting from technical difficulties by directing the operator to play a fill. First platter at hand shortly began intoning, ". . . and now let's sow wild oats in the bushes at the bottom of the garden".

Sentiment for FCC Legislation Is Revived Again in Congress

Wheeler Indicates He May Start Hearings in May; Connery Raps FCC; McNinch Alters His Views

REVIVAL of sentiment for legislation reorganizing the FCC has developed in Congress, with prospects of hearings before the Senate Interstate Commerce Committee during May.

While Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, has not definitely scheduled hearings, it was indicated he hoped to get them under way this month and was anxious to inquire into the FCC's behavior as well as to appraise charges of monopoly in the broadcasting industry.

Although Senator Wheeler sponsored the McNinch-drafted bill (S.-1268) to reduce membership of the FCC from seven to three, he has declared he is not wedded to that idea but desires to use the measure as the basis for a fact-finding inquiry after which a revised measure could be drafted. Current sentiment appears to be in favor of a five-man Commission as opposed to the three-man idea and the White (S.-1520) 11-man proposal [BROADCASTING, March 1, 15].

The Wheeler committee also has pending before it the resolution offered by Senator White for a comprehensive inquiry into the FCC and the industry. Whether that resolution will be pressed as the basis for the inquiry remains questionable.

The Wheeler committee now is concluding consideration of several railroad bills. Best information is that it can dispose of these measures by mid-May. If it does, it is presumed the full committee then will undertake consideration of the FCC reorganization proposals. Otherwise, Senator Wheeler's present plan is to designate a subcommittee. With Congressional adjournment seen by July, leaders point out that time is of the essence if new legislation is to be enacted at this session.

Might Separate Radio

FCC Chairman McNinch, it is understood, now is inclined to lend his support to removal of common carrier functions of the FCC to another agency—probably an entirely separate commission. While he has made no formal pronouncement, he is believed to oppose the proposal of Senator White for a Commission which would embrace two autonomous divisions, one for broadcasting and the other common carrier.

In Congressional circles there is much criticism of the FCC, not only because of the constant internal strife, but also because of its mushroom "bureaucratic growth." Whereas the Radio Commission, in its last year in 1934, had a total personnel of only 233, its roster of 631 is viewed as an example of regulatory waste and extravagance. The Commission's questionnaire antics, fostered by its common-carrier trained Accounting Department of 100, has intensified this feeling.

Meanwhile, on the House side, Rep. Connery (D-Mass.) loosed another tirade against the FCC, the industry and all things radio April 26, capping it with a renewed plea for enactment of his resolution for a far-reaching investigation by a select committee of the House. He made particular capital of the fact that the House Appropriations subcommittee has not yet seen fit to propose funds for the FCC for the new fiscal year which begins next July 1 and that this itself showed the "great contempt" in which the FCC is held by the House if not by the entire Congress.

Connery Blasts FCC Again

Not one complaint has been made and not one voice raised on the floor protesting the failure of the committee to make the $2,000,000 appropriation requested, he said. Chairman Woodrum (D-Va.), of the Independent Offices Subcommittee, had announced that the appropriation was withheld in the light of the Administration-sponsored Wheeler-McNinch bill for reorganization of the FCC.

What smacked of an effort to tar members of the FCC with disorderly conduct, implying that the Television Committee in its visit to New York during early April had become involved in a "drunken brawl", developed during the Connery onslaught. Rep. Massingale (D-Okla.) said he had heard a rumor of a recent entertainment that took place in some "hot spot" in New York with members of the FCC present.

"They got into a drunken brawl, and in the brawl some woman was hurt—her arm twisted. I do not know whether it was the licensees who were giving the entertainment or whether it was members of the FCC or who it was. I wanted to ask the gentleman if he knew about that?"

Mr. Connery replied he had heard the report but that he had no verification. When Rep. Massingale asked whether the rumor ought to be followed up and an inquiry made to ascertain whether it was true, Mr. Connery replied "absolutely".

In a lengthy diatribe, during which he was frequently interrupted, Mr. Connery criticized the Federal Monopoly Committee for its failure to investigate the "radio monopoly". He cracked the FCC and charged that conditions on the Commission have not improved since McNinch became its head.

Charges Malfeasance

Alluding to the network-monopoly inquiry of the FCC, he spoke with noteworthy familiarity of what he described as disclosures during the proceedings. The two "monopolistic networks", he said, in reality control some 350 stations through "illegal contracts", and the networks "receive the vast profits in radio from radio advertising".

He charged members of the Commission with "apparent malfeasance in office" and asserted that the FCC to all intents and purposes "evidently is controlled by the big monopolistic owners of these radio chains." Asserting that the FCC had gone through the motions of conducting a so-called investigation, he predicted "it will end in the usual whitewash, for how can the Commission sincerely and honestly investigate itself."

Alleging gross mismanagement and abuse of trust among radio licensees, Mr. Connery said it may be necessary for Congress to enact legislation wherein small investors may or the Government shall delegate from the lists of such investors "representatives to participate in the management and protection of these enterprises." He charged that a total of only $1,600,000 in cash was invested in CBS, according to SEC records, and the company now possesses a property which he understood had a value of some $60,000,000 on the stock exchange.

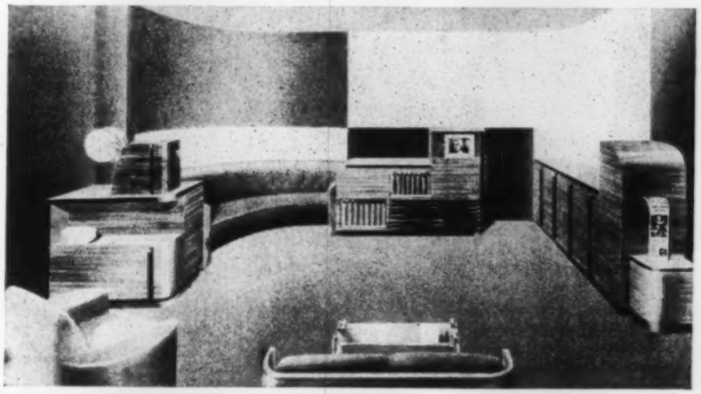
Opposes Booster Stations

Mr. Connery criticized at length the trend toward "booster stations", which he said meant the assignment of an additional station in another community and which provides practically no employment for those in the new community. It does, however, "succeed in diverting the advertising of that community from the local newspapers to those alleged radio stations," he said. Declaring such stations destroy the opportunities for expansion of newspapers, he cited the illustration of such an operation in his own Congressional district.

Asserting that some have asked him why the chairman of the Commission "seems so friendly to monopolistic networks", said he had no personal knowledge of the relationship and then alluded to the WPTF-NBC controversy—but made no mention of its recent amicable settlement.

Charging that "hypocrisy again prevails when one considers the chairman's public utterances and compares such utterances with what is actually happening," Mr. Connery vigorously attacked Chairman McNinch's stewardship. He said that a Congressional investigation of the FCC and the "radio monopoly" will show that the law "is openly, flagrantly and continually violated without any action or restraint on the part of the FCC."

In conclusion, Mr. Connery asserted that the "radio monopoly" is "about to unload upon an unsuspecting public television sets, the value of which at this time, according to the newspapers, competent radio engineers question." He inquired whether it was "not about time that the Congress, acting in the public interest, insisted upon a Congressional investigation of the entire subject?" He also alluded to the motion offered by Louis G. Caldwell, as counsel for MBS, in the network-monopoly hearing to enjoin networks from entering affiliate contracts beyond 1940.



RADIO LIVING-ROOM OF TOMORROW, as created by John Vassos, internationally famed industrial designer, for the RCA exhibit at the New York World's Fair contains a combination television and sound receiver with devices for recording and reproducing phonograph discs (center), a facsimile receiver (right) and a home movie projector (left) which utilizes the opposite wall as a screen. Dimming the florescent lights produces a "softly darkened interior, affording easy visibility of television," says RCA in describing the living room.

Air Conditioning Spots

AIR CONDITIONING & TRAINING Corp., Youngstown, O., starts a 26-week series of two to three daily five-minute transcribed announcements on 38 stations. On May 8, the training school will add the following 12 stations to the list now carrying its quarter-hour news programs: WDAY WNAX KRNT KSO WMT KSTP WTCN WEDC WHLB WMFG KATE KWNO. This group of stations will carry the programs 7-7:15 a. m. Mondays through Fridays, and 2 to 2:15 p. m., Sundays. Weill & Wilkins, New York, placed the account.

Johnson Substitutes

S. C. JOHNSON & SON, Racine, Wis. (floor wax), will replace its present NBC *Fibber McGee & Molly* series with a nine-week summer show starting July 4, Tues., 9:30-10 p. m. (EDST), while Jim and Marian Jordan vacation. Replacement will feature Alec Templeton, blind pianist. Billy Mills' orchestra will remain and Edna Odell, Chicago singer, is to be added along with a master-of-ceremonies. Cecil Underwood, Hollywood producer of Needham, Louis & Brorby Inc. will be in charge.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

APRIL 14, TO APRIL 28, INCLUSIVE

Decisions . . .

APRIL 14

MISCELLANEOUS — KGNO, Dodge City, Kan., applic. amended to 250 w 1 kw D, cancelled hearing date of 5-15-39; WKAQ, San Juan, denied consol. hearing on WKAQ, WNEL renewals; NEW, United Theatres, San Juan, granted consolidation hearings in Nos. 4610, 5298 involving applics. new stations; WHLS, Port Huron, Mich., granted intervention in Thumb Bcstg. Co. applic., Brown City, Mich.; WJBW, New Orleans, granted continuance hearing 60 days; WIBC, Indianapolis, granted dismissal without prejudice applic. mod. license to ltd.; NEW, Suffolk, Bcstg. Corp., Suffolk, Va., granted depositions for CP applic.; NEW, Gazette Co., Cedar Rapids, Ia., granted amendment applic. re antenna, studio, trans., and cancelled hearing date; NEW, Martin K. Calaway & Harry S. Hooper, Marysville, Cal., granted motion dismiss without prejudice applic. CP; Stenger Bcstg. Corp. Wilkes Barre, Pa., granted intervention & consolidation hearings on renewal and assignment WBNX license to petitioner, and continued hearing indefinitely; NEW, Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill., denied leave to substitute name of Edgar J. Korsmeyer for Sherman V. Coultas, deceased, in applic.

APRIL 17

KPAC, Port Arthur, Tex.—Granted CP change 1260 to 1220 kc 500 w unl.

MISCELLANEOUS — WTIC, Hartford, granted CP directional N; KFWC, Vernon, Tex., granted CP increase D 100 to 250 w; WOSU, Columbus, O., granted mod. license N 750 w to 1 kw; WREC, Memphis, CP aux. trans. retired to closed files.

SET FOR HEARING—NEW, Neptune Bcstg. Corp., Atlantic City, CP 1420 kc 100-250 w unl.; WCOV, Montgomery, Ala., mod. license to unl.; NEW, Catawba Valley Bcstg .Corp., Hickory, N. C., CP 1370 kc 100-250 w unl.; WMFR, High Point, N. C., CP increase D to 250 w; KNEL, Brady, Tex., mod. license to 100-250 w unl.; WBIG, Greensboro, N. C., CP move trans., increase D 1 to 5 kw; NEW, Samuel M. Emison, Vincennes, Ind., CP 1420 kc 100 w unl.

APRIL 18

MISCELLANEOUS—WATR, Waterbury, Conn., granted license change trans. studio sites, change 1190 to 1290 kc 250 w unl.; WMFR, High Point, N. C., granted CP change trans.; KMMJ, Grand Island, Neb., granted license move station; WIBW, Topeka, granted license move trans., radiator; WSJS, Winston - Salem, N. C., granted license change trans., equip., radiator; KAST, Astoria, Ore., granted license new equip., radiator chnage 1370 to 1200 kc. increase to 100-250 w; WJBW, New Orleans, granted mod. CPP trans., studio sites, new equip., radiator.

APRIL 19

WTOL, Toledo—Granted mod. license to unl., 100 w 1200 kc.

WPRP, Ponce, P. R.—Denied temp. rebroadcast programs of W1XAR and W1XAL.

MISCELLANEOUS—NEW, Sentinel Bcstg., granted oral argument 511-39; NEW, Civic Bcstg. Corp., Syracuse, same; WHJB, Greensburg, Pa., same.

APRIL 21

MISCELLANEOUS—NEW, M. L. Medley, Cookeville, Tenn., Brown Co., Bcstg. Co., Brownwood, Tex., John R. Pepper, Greenville, Miss., and WREN, Lawrence, Kan., granted orders take depositions; NEW, Pawtucket Bcstg. Co., Pawtucket, R. I., granted acceptance late appearance in WQDM applic.; WICA, Ashtabula, O., granted continuance hearing; KTBS, Shreveport, La., denied dismissal without prejudice applic. change 1450 to 620 kc etc.; WCOU, Lewiston, Me., granted continuance hearing on CP change power; KLCN, Blytheville, Ark., granted amendment CP change equip.

APRIL 22

MISCELLANEOUS — KOB, Albuquerque N. M., rescinded action denying extension temp. auth. unl. 1180 kc. and granted same for 30 days; KEX, same, to operate unl. 1180 kc 5 kw 30 days.

APRIL 24

TEMPORARY RENEWAL — WBNX, New York, subject to action on renewal applic.

SET FOR HEARING—NEW, Clarence H. Fray and Robert O. Greever, Logan, W. Va., CP 1200 kc 100 w D; W9XAK, Manhattan, Kan., CP change video equip.; KRE, Berkeley, Cal., mod. license N to 250 w; KWOS, Jefferson City, Mo., mod. license N to 250 w; KGMB, Honolulu, renewal applic.; KHBC, Hilo, T. H., same; KUMA, Yuma, Ariz., issues raised in order revoking license, to be heard 5-22-39.

MISCELLANEOUS—WRKL, Rock Hill, S. C., closed records and deleted call letter at request of applicant; WHA, Madison, Wis., granted continuance hearing 90 days.

APRIL 25

MISCELLANEOUS—WLAW, Lawrence, Mass., granted CP change equip.; WREC, Memphis, granted CP aux. trans.; WILM, Wilmington, Del., granted move trans., change to Simul. D and Share N with WAZL; WLTH, New York, granted license change antenna; WMC, Memphis, granted extension temp. auth. 5 kw N to 6-3-39; KGCA, Decorah, Ia., granted extension temp. auth. remain silent 4-22-39 to 5-21-39, pending KWLC's compliance with Rule 131; WQDM, St. Albans' Vt., granted temp. auth. operate 5-6 a. m. during daylight saving time; WBEO, Marquette, Mich., granted temp. auth. operate daylight saving time instead CST; KGCA, Decorah, Ia., denied temp. auth. operate under license granted 3-6-39 for 30 days pending KWLC compliance Rule 131.

KTOK, Oklahoma City—Proposed findings of fact and conclusions of 3-20-39 adopted, and applic. granted.

APRIL 27

KTBS, Shreveport, La.—Dismissed with prejudice applic. CP change to 620 kc, increase D to 5 kw, etc.

APRIL 28

WMAQ, Chicago—FCC on own motion continued hearing on WMAQ renewal, and WHA request for facilities to 7-31-39.

MISCELLANEOUS — Oregon State granted pet. intervene KOY applic.; WBNX, New York, WHLB, Virginia, Minn., KCMO, Kansas City, granted orders take depositions; KTSW Emporia, Kan., granted continuance hearing; KFI, Los Angeles, granted pet. intervene KERN applic.; NEW, Moocacy Bcstg. Co., Rockville, Md., granted dismissal without prejudice CP 1140 kc 250 w D; KCMO, Kansas City, granted intervention WREN applic.; WREN, Lawrence, Kan., denied request subpoenas of witnesses; WSPR, Springfield, Mass., granted dismissal without prejudice mod. license to unl.; NEW, Harry Jackson, Harrisburg, Pa., granted continuance hearing to 5-31-39; Pulitzer Pub. Co. St. Louis, granted intervention applic. KXOK, WFRU, WGBF; WJHP, Jacksonville, Fla., denied request for information on profit and loss statements WMBR.

Proposed Decisions . . .

APRIL 17

WAWZ, Zarephath, N. J.—Proposes denial of applic. CP international station 5 kw.

Applications . . .

APRIL 15

WCNY, New York—License noncommercial educational station.

WNYC, New York—License new antenna, trans., etc.

WBAX, Wilkes-Barre, Pa.—Invol. assign. license to Stenger Bcstg. Corp.

WREC, Memphis—CP aux. trans.

WJMC, Rice Lake, Wis.—License new station.

KEUB, Price, Utah—Auth. transfer control to A. W. McKinnon, Jack Richards.

APRIL 19

W1XAR, Boston, License for international station.

NEW, Union Bcstg. Co., Scranton—CP 1370 kc 100-250 w unl.

NEW, Nebraska Bcstg. Co., Hastings—CP 1200 kc 100-250 w unl.

APRIL 21

WPRO, Providence—CP increase 500 w 1 kw D to 1-5 kw, change trans. site.

NEW, Herbert L. Wilson, New York, CP experimental.; WREC, Memphis, mod. license increase N to 5 kw, amended to Hoyt B. Wooten d/b WREC Bcstg. Service.

WSUI, Iowa City—CP new trans., antenna.

KWK, St. Louis—CP change 1350 to 630 kc, asks facilities KFRU, WGBF.

NEW, Lakeland Bcstg. Co., Willmar, Minn., CP 680 kc. 250 w ltd.

APRIL 26

WLAP, Lexington, Ky.—Exp. auth. rebroadcast WLW facsimile.

NEW, Opelika-Auburn Bcstg. Co., Opelika, Ala.—CP 1370 kc 100-250 w unl.

KDAL, Duluth—CP change trans., increase D to 250 w.

NEW, Bcstg. Corp. of America, Riverside, Cal.—CP 1270 kc 250 w unl., amended to 1390 kc 1 kw, asks facilities of KOY in case its freq. is changed.

KWJJ, Portland, Ore.—Mod. license to 1 kw, amended re hours.

APRIL 28

WMBO, Auburn, N. Y.—Mod. license N to 250 w.

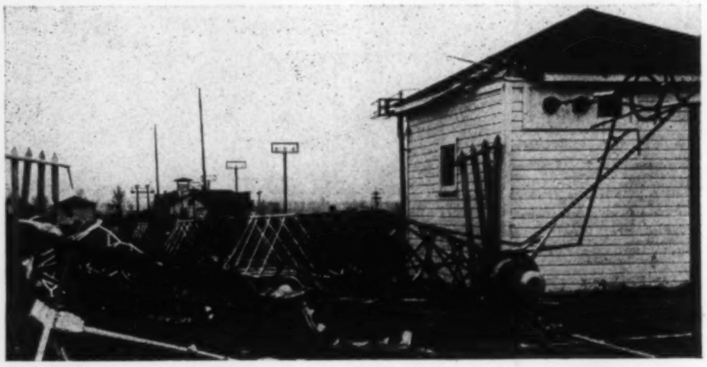
WCAX, Burlington, Vt.—Mod. license change name to Burlington Daily News Inc.

WSPR, Springfield, Mass.—Mod. license to 1240 kc 250-500 w unl.

WHK, Cleveland—Mod. license to 1-5 kw.

WWL, New Orleans—Mod. exp. auth. 50 kw unl. to 8-1-39.

KVOS, Bellingham, Wash.—License for CP as mod. change equip., new antenna, move trans.



PLACED in operation only two weeks before at a cost of $30,000, the new 490-foot vertical radiator of WBBM, at Downer's Grove, Ill., crashed to the ground early in the evening of April 13 when a guy wire snapped during a sleet storm. NBC immediately offered the CBS Chicago key to the use of the former WENR tower nearby and WBBM began operating from it next day. Transmitter engineers Pat Paulson, Ben Wimberly and George Ralston escaped injury when the tower fell within eight feet of the transmitter house. According to Frank Falknor, WBBM chief engineer, a new site may be selected and a new tower will not be on the air for at least two months. The loss was completely covered by insurance. WGN, Chicago, was also off the air the night of April 13 for 40 minutes due to a short circuit in the line caused by a sleet storm.

Chavez Proposes Federal Station

Revives Hemisphere Proposal With Washington Location

WITH the switching of the location of the proposed station from San Diego, Cal., to Washington, D. C., as the sole major change, last session's bill of Senator Chavez (D., N.M.) providing for a powerful Government-owned broadcasting station was reintroduced in the Senate April 27.

The measure (S-2251) authorizes construction and operation of a station, sufficiently powerful to cover the nations of the Western Hemisphere, by the Navy.

The bill directs the appropriation of $3,000,000 for construction with $100,000 annually for operation and maintenance and indefinite appropriations for program production. The programs would be designed to cement cultural, political and commercial ties between the United States and South and Central American nations.

Private Service Improved

Similar bills were strongly opposed at the last session by the NAB through its then president Mark Ethridge, as the opening wedge toward Government ownership of broadcasting. Since then, privately-owned international stations have stepped up their operations. NBC, CBS, General Electric and Westinghouse are among companies which have revitalized their service and it is now felt in the industry that there is far less justification for a Government station. The House Naval Affairs Committee last session turned thumbs down on such proposals.

Programs would be selected by a council composed of the Secretary of State, the Secretary of Interior, the Secretary of Commerce, the Chairman of the FCC, and two other officers of the United States selected by the President. The call letters would be P-A-Z, the word "peace" in Spanish and Portuguese.

"The decision to change the location of the station was the result of technical testimony at hearings on my previous bill last session, which showed that to locate the station in San Diego would result in excessive costs," Senator Chavez said.

He said he had talked with State and Interior Department officials and found them "very sympathetic" to the idea. "You can certainly say that the proposal has the support of Secretary Ickes," he said.

Senator Chevaz expects public hearings on the bill, which has been referred to the Senate Committee on Foreign Relations.

Still pending before the House Naval Affairs Committee is the measure sponsored by Rep. Cellar (D.—N.Y.) (HR-2721), similar to the Chavez bill. The two principal differences between the measures is that the Celler bill provides only $700,000 for construction cost and places the commissioner of education in charge.

Network Accounts

All time **EDST** unless otherwise indicated.

New Business

SEARS-ROEBUCK & Co., Chicago, on May 1 starts transcription show *Grandma Travels* on 23 Texas State Network stations for 52 weeks, Mon. thru Fri., 8:30-8:45 p. m. (CST). Agency: Blackett - Sample - Hummert, Chicago.

UNITED INSURANCE Co., Elgin, Ill., on April 16 started *Neighbors* on 17 Texas State Network stations for 13 weeks, Sun., 9-9:15 a. m. (CST). Agency: J. L. Stewart & Co., Chicago.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), on May 2 starts for 52 weeks *Romance of Stamps* on 5 Don Lee network stations (KHJ, KFRC, KGB, KDB, KXO), Tues., Thurs., 5:30-5:45 p. m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

H. J. HEINZ Co., Pittsburgh (soups, strained goods), on May 1 starts *Irene Wicker* for 13 weeks on 8 Yankee stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: Maxon, Inc., New York.

PROCTER & GAMBLE Co., Cincinnati (Teel and Drene), on May 21 starts *Knickerbocker Playhouse*, starring Elliott Lewis, on 52 CBS stations, Sun., 10-10:30 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

EMERSON RADIO & PHONOGRAPH Co., New York, on May 1 starts Elliott Roosevelt's *Texas in the World News* on 23 TSN stations, Mon. and Fri., 5:45-6 p. m. (MT). Agency: Lightfoot Associates, New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on June 19 starts *Fred Waring's Orchestra* on 82 NBC-Red stations, Mon. thru Fri., 7-7:15 p. m. Agency: Newell-Emmett, N. Y.

FRANCISCAN FATHERS, New York, on April 30 started for 52 weeks *Ave Maria Hour* on 13 Yankee stations, Sun. afternoon half-hour. Agency: Donald Peterson, N. Y.

GENERAL MILLS, Minneapolis (Korn Kix), on May 1 for 52 weeks starts *Betty & Billy* on 16 NBC-Red stations, replacing *Jack Armstrong*, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Korn Kix), on April 30 started *Grouch Club* on 5 NBC-Red Pacific Coast stations and added the following, making a total of 35 NBC-Red stations: KSD WSM WOW KSTP WDAF, Sun., 6:30-7 p. m., rebroadcast 9:15-9:45 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on May 1 renews for four weeks *Kate Smith's Noonday Chats* on 14 CBS stations, Tues., Thurs., Sat., 12 noon-12:15 p. m. Agency: Benton & Bowles, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on June 21 renews for 13 weeks *Paul Whiteman's Orchestra* on 53 CBS stations, Wed., 8:30-9 p. m. Agency: Newell-Emmett, New York.

ACME WHITE LEAD & Color Works, Detroit (paints), on April 27 renewed *Smilin' Ed McConnell* for 52 weeks on 36 NBC-Blue stations, Tues., Thurs., 10:30-10:45 a. m., marking the eighth year of the broadcasts. Network is to be considerably enlarged in the fall. Agency: Henri, Hurst & McDonald, Chicago.

U. S. TOBACCO Co., New York (Dill's Best and Model tobacco), on May 29 renews *Model Minstrels* and adds 5 CBS stations making a total of 54 CBS stations, Mon., 8:30-9 p. m. Agency: Arthur Kudner, N. Y.

Huskies Adds 8

GENERAL FOODS Corp., New York (Huskies), on May 1 adds eight stations to the list of ten now carrying the quarter-hour transcribed series *Young Dr. Malone* five times weekly. Stations added are WOW, WHO, WHAM, WFBL, WNBF, KFBK, WBT and KSD. Benton & Bowles, New York, handles the account.

BAYUK CIGARS, Philadelphia, on May 1 renews *Inside of Sports* on 17 MBS stations for six weeks. Program is broadcast Mon., Wed., Fri., 7:30-7:45 p. m., on WNAC WTIC WEAN WTAG; Tues., Thurs., Sat., 7:45-8 p. m., on WHK WOR WFIL WCAE WKBW WSYR; Mon. thru Fri., 7:45-8 p. m., on WLW; Mon. thru Sat., 7:45-8 p. m., on WGN KWK; Tues., Thurs., Sat., 11:15-11:30 p. m., on KHJ KFRC KGB KPMC. Agency: Ivey & Ellington, Philadelphia.

Network Changes

AXTON - FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on April 28 added KFRC and KHJ to *Captain Herne* making a total of 3 MBS stations, Mon., Wed., Fri., 7:15-7:30 p. m., and Tues. and Thurs., 7:30-7:45 p. m.

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 1 shifts *Sweetheart Serenade* from 4 NBC-Red stations to 8 NBC-Blue stations, Mon., Wed., Fri., 10:30-10:45 a. m.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on July 4 replaces *Fibber McGee & Molly* with *Alec Templeton* on 73 NBC-Red stations, Tues., 9:30-10 p. m.

GENERAL FOODS Corp., New York (Sanka), on May 2 starts a repeat for Mountain and Pacific zones for *We, the People* on 64 CBS stations, Tues., 9-9:30 p. m. (reb. 9:30-10 p. m., MST., 8:30-9 p. m. PST). Agency: Young & Rubicam, New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on May 5 shifts *Burns & Allen* on CBS from Hollywood to New York for 8 weeks.

GILLETTE SAFETY RAZOR Co., Boston (razor blades), on April 8 renewed for 10 weeks 30 thrice-weekly participations in *Yankee Network News Service* on 17 Yankee stations. Agency: Maxon Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles (gasoline), on May 1 shifts *Calling All Cars* on 3 CBS Pacific stations, from Sun., 8-8:30 p. m. to Mon., 9-9:30 p. m. (PST).

GULF OIL Co., Pittsburgh, on June 11 presents *Erno Rapee's* orchestra, *Jane Frohmann* and *Jan Pierce* on 63 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica, Minit-Rub), on July 5 replaces *Fred Allen* with Fred Uttal and Arlene Francis in *What's My Name* on 49 NBC-Red stations, Wed., 9-10 p.m. (reb. 12-1 p.m.) Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on May 8 moves *Eddie Cantor* from Hollywood to New York on 41 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

THE Chicago Cubs, National League baseball team, is sponsoring 22 evening quarter-interviews during the season on WGN. Agency is Neisser-Meyerhoff, Chicago.

Additional Cities Listed In Daylight Saving Time

SINCE publication [BROADCASTING, April 15] of the list of cities observing Daylight Saving Time during 1939, as compiled by the Merchants' Association of New York, the following additional communities have reported observance of the change in time:

NEW YORK—Akron (June 4-Sept. 10); Batavia (June 5-Sept. 4); *Geneva; Hamilton (June 23-Sept. 23); *Le Roy; Malone (June 17-Sept. 1); Ogdensburg (May 28-Sept. 3); Springville (June 1-Aug. 31); Westfield (July 2-Sept. 3); Syracuse.

INDIANA—Plymouth (April 23-Oct. 1).

PENNSYLVANIA—*Lebanon; *Palmyra; Warren (June 3-Sept. 4).

VERMONT—*Lake Bomoseen; *Lunenburg; *Winooski.

ONTARIO—Burlington (April 30-Sept. 10); Peterborough (May 20-Sept. 30)

QUEBEC—*Hull; Richmond (April 30-Sept. 23); Temiscoming (May 21-Sept. 10).

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*April 30-Sept. 24.

NBC-BLUE BILLINGS INCREASE BY 175%

BILLINGS for the NBC-Blue network have increased 175% for the first three months of 1939 as compared with the corresponding period last year, which indicates success for the new sales policies inaugurated last November for the Blue, according to an NBC report. New and renewal business for this year totaled $3,537,602, an increase of $2,251,895 over 1938's total of $1,285,707. Breakdown for January, February and March of the two years follows:

	New	Renewal
1939		
Jan.	$ 76,570	$1,679,496
Feb.	410,384	428,272
March	610,784	332,096
	$1,097,738	$2,439,864
1938		
Jan.	$100,496	$587,553
Feb.	295,025	268,415
March	000,000	34,218
	$395,521	$890,186

Grocery Billings Up

GROCERY manufacturers have increased their purchases of CBS network time so greatly in the last four years that the 1938 total was nearly three times as large as that for 1935, the network reports. Advertisers of foods and food beverages, soaps and household supplies used time on CBS valued at $3,506,818 in 1935; $6,524,842 in 1936; $8,671,206 in 1937; $9,673,906 in 1938—the final figure representing a gain of 175.9% over the 1935 sum. The trend is likely to continue upward even more sharply this year, says CBS, with the first quarter of 1939 showing billings for these products 7.9% over 1938 and 29.3% ahead of 1937. A similar trend has been reported by NBC, with grocery manufacturers using time valued at $13,212,766 in 1935, and $18,935,145 in 1938, a gain of 43.3%. Billings for the same products during the first quarter of 1939 show an increase of 12.6% over 1938, the network reports, and 56% ahead of the same period in 1937.

CBS LOOKS AHEAD, 1ST QUARTER DOWN

STOCKHOLDERS of CBS were informed by President William S. Paley, at the annual meeting of the company April 19, that sales figures for the second quarter of 1939 will exceed those of the same period of 1938 and that profits for the first six months of this year will be at least as large as those of the comparable period last year.

Mr. Paley rendered the 1938 annual report of the company, which showed a gross income of $32,662,992 and net profit of $3,541,740 [BROADCASTING, April 15] and at the same time reported on the first quarter of 1939. For the 13 weeks ended April 2, gross income from sale of facilities, talent and wires, after the deduction of time discounts and agency commissions, amounted to $6,707,567, which compares with $6,998,773 for the same period of last year.

Net profit for the first three months of this year, it was reported, was $1,151,526, the equivalent of 67c per share of A and B stock, which compares with $1,494,980, or 87c per share, for the same period last year.

Net Spring Billings Up

REPORTING a reversal of the seasonal trend in radio advertising, CBS has announced that this May, the month when sponsors traditionally begin their summer retrenchments, new and renewed business on its network will add $35,675 weekly to its gross billings, representing 91.7% more new and renewal business than for May, 1938. Conversely, programs concluding their CBS series in May this year total only $22,890 weekly, 37.6% less business leaving CBS than in May of last year. Similarly, NBC announces that between Jan. 1 and April 15 of this year, it has signed business totaling $11,591,041, an increase of 78.5% over the same period of 1938, which was its all-time high year for network billings.

KIRK MEDICINE Co., Hollywood, is charged by the Federal Trade Commission with making misleading claims for its tablets. General Foods Corp., New York, has agreed to cease certain claims made for Diamond Crystal Salt.

WHO (ALONE!) for IOWA PLUS!
DES MOINES 50,000 WATTS, CLEAR CHANNEL

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Late Personal Notes

MARVIN W. SMITH, manager of engineering of Westinghouse E. & M. Co., was elected a vice-president of the company at the April 26 meeting of the board of directors. John R. Read was named president of the Canadian Westinghouse Co., succeeding Paul J. Myler, formerly chairman of the board and president, who continues as chairman. N. S. Braden, formerly vice-presdent of the Canadian company, was elected vice-chairman.

JACK BERTELL, former independent talent agent, has been appointed director of the newly created personal appearance department of Columbia Artists Inc., division of CBS. The department will specialize in television, cafes, night clubs and private parties.

WALTER MONROE Jr., for the last three years manager of the San Francisco office of Walter Biddick Co., station representatives, has resigned to join the advertising staff of the *Honolulu Star-Bulletin*, a position he held prior to joining the Biddick organization.

JOSEPH M. KOEHLER, who has been handling the promotion of Muzak's Sponsored Program Service, has resigned to devote his entire time to Radio Events, New York, of which he is president. Joseph D. R. Freed, vice-president and general manager of Muzak, has also resigned, and is succeeded by Peter Holland.

ERNEST B. FOOTE, recently in advertising in Detroit, and formerly with World Broadcasting System, has joined the Society of European Stage Authors & Composers, New York, as a field representative.

GEORGE HELLER, assistant executive secretary of the American Federation of Rado Artsts, is the father of a girl, born April 26.

CHARLES McMILLAN, formerly in the sales field, has temporarly joined the staff of WWL, New Orleans, to learn radio from all lines. Each day Mr. McMillan is placed in a different department to learn how it functions.

TRAVIS BARNES, a salesman of WTAR, Norfolk, is recovering from an appendectomy.

ED ALLEN, announcer of WGN, Chicago, has announced his engagement to Dolores Dyer; the wedding will be June 5. Verne Hansen, WGN announcer, has announced his engagement to Jane Wood; the wedding will be July 15.

BRAVEN DYER, Los Angeles sports columnist, has started a five weekly quarter hour sports program on KEHE, that city, under sponsorship of S. A. Scherer, (chain auto financing.

JIMMY DUDLEY, former sportscaster of WIND, Gary, has joined the sports announcing staff of WCFL, Chicago. He will assist Hal Totten of WCFL in the Texaco baseball broadcasts this season.

A. D. WILLARD Jr., manager of WJSV, Washington, is making two addresses as part of a George Washington U radio seminar conducted by Dr. Stewart Britt, of the Psychology Department. On April 27 Mr. Willard spoke on the qualifications and requirements for young men entering the radio field, and May 8 he will discuss "Radio's Influence on Public Opinion".

JOHN K. STRUBING Jr., formerly with Rohrabaugh & Gibson Agency, Philadelphia, on May 1 joins Compton Adv., New York, as account executive for Procter & Gamble Co.'s White Naphtha Soap.

BYRON OGLE has joined the production staff of KGNC, Amarillo, Texas.

YOUTHFUL executives of the junior division supervise production of a special event over W6XDA, the new CBS ultra-high frequency transmitting unit in Columbia Square, Hollywood. Left to right are Dick Haysel, technical director; Bob Barlow, special events; Bob Fisk, assistant program director; Bill Shaw, junior director of publicity and promotion.

CBS TRAINS NETWORK YOUNGSTERS

Hollywood Junior Division Members Learn the Ropes In Practice on KNX and W6XDA Facilities

By DAVID GLICKMAN

WITH approximately 60 younger members of the studio personnel receiving laboratory and lecture instruction, the first organized project for training future broadcast executives in the United States, has been launched at KNX, the CBS owned and operated Hollywood station.

Conceived by Donald W. Thornburgh, CBS Pacific Coast vice-president, the project encompasses a complete departmental organization, modeled after that of KNX, for the junior division with their own elected executives. This group functions as the personnel of a small network affiliate, thus gaining actual experience in writing, producing, announcing and other phases of station operation, Mr. Thornburgh said.

Elect Own Executives

New executives are elected from within the group each month. Norman Macdonnell, a KNX guide, has been elected program director for the coming month; George Johnston, in charge of Columbia Square tours, is production manager and Bill Van, publicity clerk, functions as continuity editor. Bill Shaw, also a guide, is in charge of publicity and promotion for the junior division. Similarly, other members have been assigned to writing, acting, news and special events. Still others are learning the engineering phase of broadcasting.

Each week CBS Pacific Coast department heads informally lecture to the junior members on specific subjects. To test the theory in actual practice, the RCA 100-watt ultra-high frequency transmitter, W6XDA, recently installed at Columbia Square studios, is utilized in training the junior members. In addition to the technical research in shortwave transmission carried on by the regular CBS Hollywood engineering staff over W6XDA, Mr. Thornburgh stated that under the plan developed, four hours weekly is given over exclusively to the junior group for broadcasting purposes. Although regular KNX programs are also broadcast over W6XDA while engineering experiments are conducted, one hour, from 1:30 to 2:30 p. m. (PST), on each of those four days is used to broadcast original programs developed by the juniors.

The hour selected is believed by CBS executives to be the best for coverage and is attested to by letters received from distant points telling of good reception. Not only is the mail response helpful in the shortwave technical research program, but it also expresses useful criticism for the production experiments of the junior staff, Mr. Thornburgh pointed out.

Specialized Network Training

A senior committee, consisting of KNX department heads, supervises and advises the junior executive staff in the solution of specific problems, but does not attempt to interfere with nor influence actual program selection or production. Don Forbes, KNX chief announcer, is coordinator for the junior and senior divisions.

"For many years networks have been confronted with the problem of bringing younger men into positions of responsibility", Mr. Thornburgh explained. "It has been a general practice for networks to refer inexperienced applicants to smaller stations to learn the business. But results of this practice are not always satisfactory because the methods of those stations, learned by radio apprentices, do not always fit into network techniques.

"At KNX we follow the policy of employing young people of good education for duties supervised by more experienced staff members so we can train them correctly in CBS methods. As vacancies occur in responsible positions, accordingly, it is possible to make a selection from a substantial number of employees who have no bad habits to unlearn after they are promoted."

Programs that have been successfully produced to date by the junior division include a series of original adaptations of Edgar Allen Poe's famous short stories by Norman Macdonnell, KNX tour guide; *Debutante Detective*, a comedy-drama serial written and produced by Ray Erlanborn, KNX sound engineer; a series of special events prepared by Edward Larkin, head of tour promotion for KNX, and John Rider, guide; musical programs originated by Kenneth Hodge, guide, and Margaret Francis of the KNX script department; news and sports commentaries written and delivered by Bob Fish, Ralph Whitemore, guides, and Don Creed, sound engineer. *News by Short Wave*, a daily feature on W6XDA, is prepared by Jimmy Hale, head of the KNX mail room and Dermott Kelly, guide, with co-operation of the KNX News Bureau.

The Other Fellow's VIEWPOINT

More Fast Talk

EDITOR BROADCASTING:

I read with interest the story in your April 1, edition regarding fast-talking announcers . . . We have a man here who can go them all one better. He is Frank Silva, our sports commentator, who has been on WHAM and WBEN . . . I noticed that Mr. Grant [Peter Grant, WLW] covered a 15-minute period doing 2,600 words. I also noticed that the two men at WBCM, Bay City Mich., did better. Hub Jackson, sportcaster speiled off 2,585 words in 14 minutes and Jack Parker, newscaster, did 2,730, in 15 minutes. Frank Silva, over a 15-minute period, covers approximately 3,400 words, daily and consistently . . . He is willing to pit his skill against anyone in the country at any time. This appears to be an interesting phase of the game, inasmuch as NBC statistics show that regular announcers cover about 120 words a minute, or 1,800 over a 15-minute period.

HARLAND EVANS,
WSAY, Rochester, N. Y.

Goldwyn Reply

SAMUEL GOLDWYN and Samuel Goldwyn Inc. have filed answer in New York Federal Court to the suit of NBC, Chas. H. Phillips Chemical Co., and Blackett-Sample-Hummert against Air Features, Selwyn & Co., Olive Higgins Prouty, author, and Samuel Goldwyn over the radio rights to *Stella Dallas*. Plaintiffs claimed that in August, 1937, Blackett-Sample-Hummert had purchased the radio rights to the title from Air Features and Selwyn and subsequently the program was aired on NBC under the sponsorship of the Phillips Co. After the broadcasts had begun Mrs. Prouty and Samuel Goldwyn Inc. raised the claim that they held title to the story, and Mrs. Prouty then filed suit against NBC asking for an injunction against further broadcasts of the program. The Goldwyn answer claims ownership through purchase from Selwyn and Olive Prouty, and asks the court for an injunction and accounting.

XUM

TO THE RADIO INDUSTRY:

During the week of March 22nd through the 28th, 1939, after 21 days operation at 50 kilowatts, Ross Federal Research Corporation made 140,803 telephone calls of which 93,740 were completed in these thirteen cities: Cincinnati, O., Charleston, W. Va., Columbus, O., Dayton, O., Fort Wayne, Ind., Indianapolis, Ind., Lexington, Ky., Lima, O., Louisville, Ky., Muncie, Ind., Kokomo, Ind., Newark, O., Springfield, O. To the best of our knowledge this represents the most comprehensive study over the widest territory ever undertaken by a radio station. We believe that the industry generally will be vitally interested in the results of a study of this magnitude. Within the city limits of these thirteen cities alone live 2,056,719 people and in the general territory encompassed within the geographical limits of this arbitrarily defined area (representing only the heart of WLW-land) live some 5,680,095 people. The facts are so startling in themselves that to attempt to dramatize them would invite incredulity. WLW so dominates this territory that day in and day out during the entire week studied 48.3% of all radio homes were tuned to WLW.

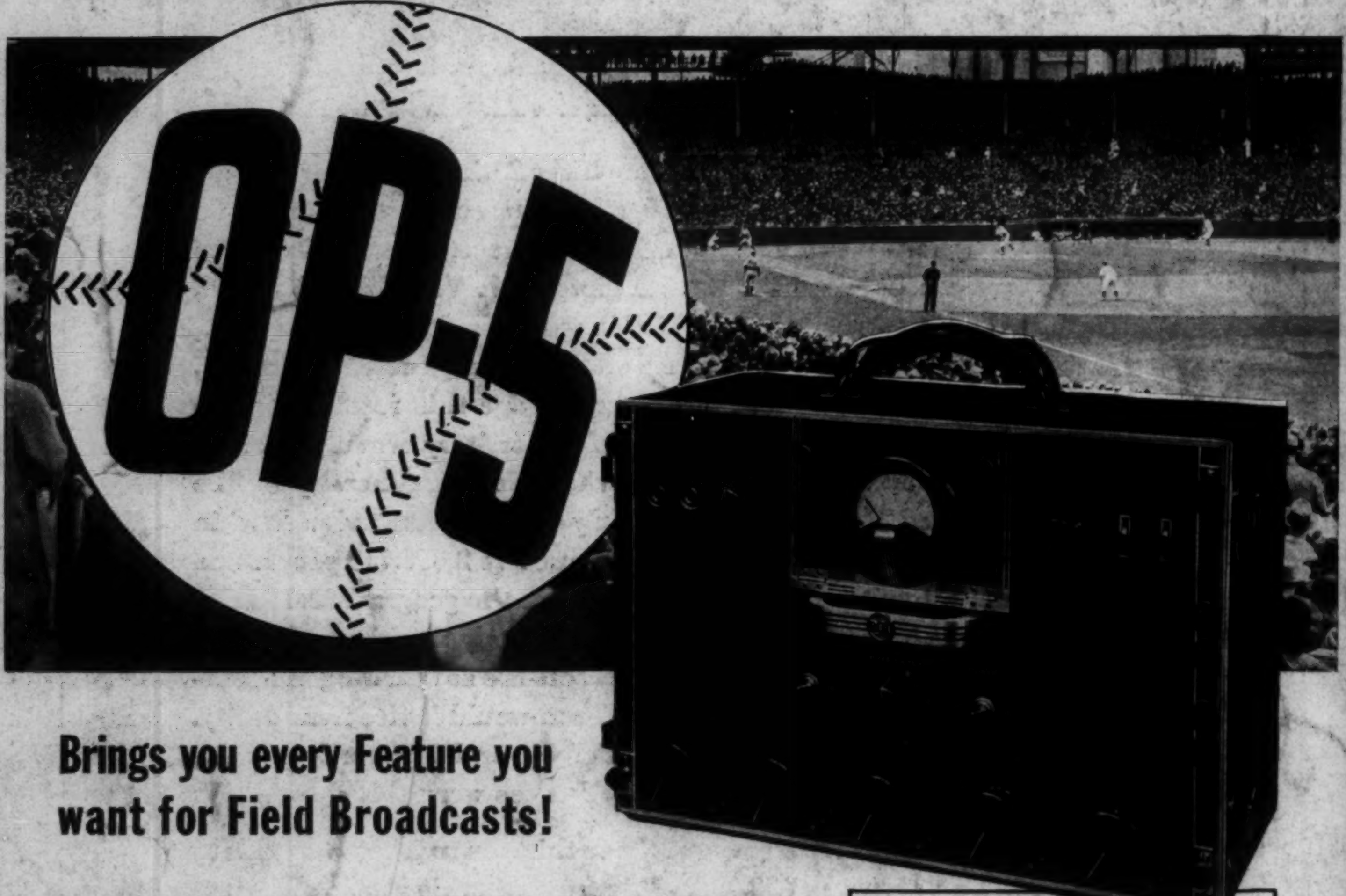
The leading local station in each of these thirteen markets was able to attract only an average of 22.8%. It is true that this study, of necessity, does not reflect factual data with reference to the great rural audience in this part of the country . . . the rural audience being the subject of a new study already under way. We believe, however, that we are safe in assuming—and that the industry will readily grant—that our degree of domination of the rural audience is certainly not less favorable than Ross Federal have factually demonstrated it to be in the above cities. Complete breakdowns and analyses of this study are now available and are being distributed.

If you wish specific information immediately, please advise our Sales Department or Transamerican Broadcasting & Television Corporation.

THE NATION'S STATION
CINCINNATI

[*See the Crosley Building at the New York World's Fair*]

NEWEST RCA FIELD AMPLIFIER



Brings you every Feature you want for Field Broadcasts!

PRACTICALLY custom-built to your requirements! The new RCA OP-5 is what you've wanted for field broadcasts! A single unit field amplifier, it weighs only about 37 lbs. complete with batteries. And because of its small size you can carry it into all sorts of places with extreme ease. And it's ready for instant use at the flick of a switch.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from baseball game to symphony concert. Frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1%, from 50-7,000 cycles. Noise level below minus 58 db. That's pretty good evidence that outside pick-ups sound *better* with the OP-5!

Other features of this instrument that you'll like include its 4 ladder-type variable mixers; an illuminated volume indicator meter which has a separate battery for the lamp; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Designed for you—it will make your field broadcasting problems simple. For further details write to the nearest district office.

- Light weight—small size—truly portable
- "Studio quality" transmission—high-grade components and feed-back circuit
- Dry-battery operated for assurance of program continuity—no AC failures
- Self-contained—no broken cables
- Flexible operation—4 ladder-type mixers
- Illuminated VI meter—also indicates battery voltages and plate currents. Medium speed or new standardized speed meters available
- Hinged chassis—unusual servicing accessibility
- New low voltage, non-microphonic pentode tubes
- Batteries cost only a few cents an hour
- Full sized—special shielded transformers
- Attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet.

• • •

There is an RCA Tube for every purpose in broadcasting

RCA Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
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